

VARIETY

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64 PAGES

U. S. TO REGULATE AIR ADV.

General Paris Strike Closes All Theatres; Bourdet Play's Q. T. Debut

Paris, Feb. 12. All theatres in France were closed today (12) as a result of the general strike. Not figured to affect show biz beyond today, however, although things are in pretty bad shape as a result of the street rioting past couple of weeks.

Revolutionary activities recently have had serious effect on biz. Picture houses kept open all the way around the town with a few exceptions, although grosses went down to about one-third of normal in the deluxes.

Newsreel companies were asked not to ship any prints showing any scenes of the rioting or street warfare out of the country. One reel made by Fox is understood to have been officially confiscated, although the government had the promise of Paramount and several other companies not to attempt to use riot footage if all companies agree to lay off. Pathe definitely told the authorities, on the other hand, that it figures news is news and will use whatever it can rake up and get over the border.

When the rioting quieted down, government reversed itself and gave the okay to ship out riot prints, although asking the companies not to overdo.

All American film companies have been in close touch with the home offices via cable and telephone. John W. Hicks, Jr., Paramount foreign manager, arrived here Monday (5) and took immediate charge telephoning the home office on daily fluctuations.

Paramount theatre, on the Boulevard des Italiens was right in the midst of one of the big riots last week and had to put down the iron shutters to avoid damage to the house. Opened again, when

(Continued on page 51)

SCHIPA-WHITEMAN AS WORLD-TOUR DUO

Tito Schipa is urging Paul Whiteman to essay a world's concert tour with him next year.

Schipa has dates in South America and on the Continent and thinks that the blending of his operatics with the Whiteman jazzique would be an arresting attraction.

Pix Shows Taboo, but Beaucoup Boozie Parlors

Harrison, N. J., Feb. 12. This town of 15,600 population (1930 census) has one booze parlor for every 200 inhabitants, but not a solitary picture house. Only theatre less city of its size in the U. S. A minister objected 20 years ago to what were then called 'magic lantern shows.' Although he's been dead 10 years now, the mayor and town council still abide by his wishes.

Optimism

Hardwick, Vt., Feb. 12. The Idle Hour theatre has installed a new stage in anticipation of securing some road show attractions in the spring. Last road show to play this town drew four customers; one paid admission and three had passes.

B'WAY CABARET GROSSES 40¢ WEEKLY

Probably the all-time record high business which any cabaret-restaurant in New York, Paris, London or anywhere has done is being currently grossed at Billy Rose's Casino de Paris, the converted New Yorker theatre (nee the Gallo theatre), which had its seats ripped out and tables for food and drink service substituted.

This past week the food and likker takings touched between \$38,000 and \$39,000. An idea of the sensational business, which John Steinberg, veteran Broadway boniface who runs the Casino, states he wouldn't believe was at all possible if he didn't enjoy that gross himself, was Saturday night's intake up to 2 a.m. of \$6,000 for food alone.

It's a 1,100 capacity auditorium, with six people crowding around small tables occupying the normal space of two theatre chairs.

The show, a Rose revue with supplementary variety acts, work on the regular stage. There are two dance bands flanking the walls in stage boxes.

A syndicate, which dates back to the founding of the original King's Beer brewery (brooklyn), controls the Parce. They number eight or nine partners. Both Rose and Steinberg are in at 10-15% of the gross for their end. The place opened \$125,000 in the red, that being the investment for the conversion of the theatre into a cabaret-music hall. It should be on velvet by the end of this month, exactly two months after it was first opened.

The phenomenon of the boom biz is that the Casino has been a hotbed of waiters' bedlam all week, with windows cracked by the strikers, plus the complications of a broken water main and the sub-zero weather last week. The latter dented all amusements.

TIGHTER GOV'T RADIO CONTROL

Congress Ordered to Survey Radio—Likelihood Present Commission Will Be Scrapped—President Roosevelt Plans New Seven-Man Board

RADIO'S NEW DEAL

Washington, Feb. 12. Comprehensive survey of the radio broadcasting field was ordered by Federal officials last week coincident with announcement that the Administration expects Congress to adopt a new communications-control plan before adjourning.

Abolition of the existing Radio Commission was believed imminent. Roosevelt plans in present shape call for establishment of a new seven-man regulatory agency with units to handle the three principal fields—telephone, telegraph and wireless-radio-cable.

Sweeping investigation into desirability of totally revising present broadcast set-up in the public interest will be conducted by a special departmental committee directed by Secretary Herbert L. Potts of the Radio Commission and Dr. Irvine Stewart of the State Department. A report in time for Congressional action this session is expected.

Sponsored principally by Commerce Secretary Roper, who headed the President's advisory committee on telephone-telegraph-cable matters, which recently recommended a new regulatory system, the survey will supplement the report sent to Congress a week ago from which the subject of broadcasting was omitted. Roper is known to feel communication regulation should be

(Continued on page 43)

COUGHERS' CONCERT

Symphony Program Waxed Direct From Carnegie Hall

Columbia phonograph took an actual recording of Serge Koussevitzky's Boston Symphony at Carnegie hall, and will market it in four disks of seven sides, which comprise the actual 'Symphony 1933' by Roy Harris, young American composer from New England, and will devote the eighth 'side' to some explanatory matter pertaining to Harris work.

Being recorded from the platform, the gravest problem was the audience coughing which could not be blocked out of the original matrix; and the disk will be merchandized as a faithful reproduction of the Carnegie concert, including the audience noises.

Music Trade Sees British Jazz Bands Trimming U. S. Jazzers at Own Game

Description

George Jessel was telling about the beauty that is Florida when someone asked him how he liked Miami. 'Miami,' George answered, 'is the lobby of the Palace with white pants.'

An anomaly has arisen in the music trade right now where it is admitted—and seemingly endorsed by the buying public—that British dance maestros such as Ray Noble, Bert Ambrose, Jack Hylton, et al.—are making better dance records than the original American jazz-patrons. Noble particularly on Victor is a big seller and outsells many a native dance combo.

The idea of the British jazzists beating the American jazz beau at their own game has been an accumulation of circumstances, principally revolving about an acute radio-application to the late-hour dance bands which are picked up by short-wave in London and closely analyzed by the British musicians.

They Study

Similarly, the English cousins of the American dance musician apply themselves more closely to the study of the American-made disks to the degree that they first mastered the American technique and then surpassed the Americans at their own game.

It's reached the degree that Noble, for example, records at the H.M.V. (His Master's Voice) labs in London chiefly for the American market.

Musicians think the trick is that Noble and the others do not over-arrange and over-orchestrate, as is a common American fault, but put out simpler and hence more danceable versions.

HUNGARIAN ACTRESS DOUBLES IN 2 SHOWS

Budapest, Feb. 12.

New angle in ambidexterity has been figured out by Teres Kovacs who's in two legit shows in two different theatres at the same time.

Actress has things figured out so that she's needed in one show for the second act only. In the other show she doesn't have to appear during the second act although her voice is needed backstage. So she had a phonograph record made for that purpose.

Broadway Now World's Champ Tray-Totin' Alley

Broadway from Times Square and up into the 80's, is becoming the longest cafeteria alley in the world. The carry-out-own eateries have grabbed numerous important spots which to them was forbidden ground up to a year or so ago.

It's the changing complexion wrought on Broadway by juke-stands, auction shops, cut-rate haberdashers and other joints during the depression years.

32-HR. NRA WEEK MAY INCLUDE SHOW BIZ

Washington, Feb. 12.

Start on long-intended NRA job of revising all codes is set for March 5, but indications are few important changes are likely to be made in amusement codes for some time.

Members of all code authorities were summoned last week to attend monster-meeting next month when Gen. Johnson will report on code operations from government viewpoint and it is reported, spread the idea of cutting working time in virtually every industry and trade to 32 or 35 hours.

Congressional action chopping work hours is probable whether or not NRA scales down code allowances. House Labor Committee already has begun work on Connery bill placing rigid limitation on hours of employees engaged in any way in interstate trade.

Johnson has in mind idea of making 200 existing codes more nearly uniform and of reducing the number by placing allied trades under control of a single pact. Negotiation of a super-code for all amusement industries is said to be under consideration, though gag has been put on throughout the entire NRA and little is being said in advance of next month's confab.

Representatives of major producers have sent word back home that 32-hour week is coming sooner or later and Hollywood element reputedly is prepared for the worst. Producer spokesmen point out that with code hours well below general average of 40, reduction will not be such a great hardship.

CLASSY SEX SPIELER

San Francisco, Feb. 12.

President theatre hired a new lecturer this week to tell the boys and girls all about sex in connection with some of those short subjects.

The doc has another job, too. He's doubling in from Carmel (Calif.), high school, where he is professor of sociology to the art colony kids.



with
CAROLE LOMBARD SALLY RAND the fan dancer **FRANCES DRAKE**

A Paramount Picture ... Directed by Wesley Ruggles



OKAY LOCAL PRODUCERS

WOR, Newark, Only Station In on Broadcast News Bureau to Date

Cost of operating the news bureau that after March furnishes the news for broadcasting will be shared between NBC and Columbia until indie station men start subscribing to the service. All the press associations are obligated to do under the news control pact to furnish the bulletins to the clearing house. So far no indie station except WOR, Newark, has declared itself a subscriber to the news the latter source is due to supply the radio trade for ailing twice a day. It is planned to place the proposition eventually on a pro rata basis, something along the lines of the arrangement prevailing between the Associated Press and newspaper members. Meaning the funds for the clearing houses' personnel and operations overhead will come entirely from the networks. News letters will not be relayed to the stations through the district offices of the press associations but will originate directly by Western Union and Postal to the central bureau's New York layout.

Regional stations are holding aloof for the most part. Agitation of some virulence has built a suspicious attitude in some instances. Prime argument of the rebel broadcasters has been that the networks have sought to bind all radio stations to a pact that chiefly benefits the webs and gives little advantage to the other stations.

Networks in rebuttal to the charges of the anti-press element declare that while stations like KNX, Los Angeles, are admittedly handicapped there are dozens of stations that heretofore never had any news bulletins at all and these stations are now enabled to obtain two five-minute programs daily for a nominal fee.

Los Angeles, Feb. 12. Underground reports mention KNX, leader of the fight against the network treaty with the newspapers as going ahead with a news-gathering organization of its own which it proposes to sell to the stations. Such a news bureau would be radio-controlled in contrast to the New York bureau just set up with James Barrett in charge which is dominated by the press.

KNX has had 19 news-broadcast sessions daily and feels that this has won the station a wide listening public which is in jeopardy because of the shut-down. Meanwhile, until March the United Press is supplying KNX with flashes.

KFI (NBC) is reported as allied in purpose with KNX likewise feeling that news is too important to be elbowed off at the request of the networks.

CHI STATIONS MEET ON RETAILERS' COPY

Chicago, Feb. 12. Radio stations last week conferred with the Chicago retail code committee and the Better Business Bureau regarding local commercial broadcasts.

No particular policy was adopted or any set of rules. Get-together merely left the stations with a pledge to feel that several of the more blatant commercial spots on local shows be cleaned up. Particularly the stations are interested in clearing up some of the out-of-bounds commercial copy on clothing and fur store campaigns.

Class Salon Maybe After Chesterfield Symphony

CBS is trying to interest Chesterfield in a batch of opera stars and concert instrumentalists with which to replace the Philadelphia symphony series slated to come off Feb. 24.

Idea would be to use three names from the concert field on alternate nights during the week.

Apex of Curiosity

P. H. James, who as NBC sales promotion mgr., gets frequent calls outside for talks on broadcasting, has found that, regardless of the dignity or intellectuality of the gathering, there are three points of information bound to pop up when he invites questions. They want to know: "Does Amos really play the part of the Kingfish?" "Is Mary Livingstone really Mrs. Jack Benny?" "How can tickets be got for the Eddie Cantor broadcasts?"

NBC Policy on Pills Puzzles Adv. Agencies

Advertising circles declare themselves as puzzled by NBC's two-way attitude toward laxative accounts. While one network source disseminates the info that after present contracts have expired the bars will go up on laxative makers, another, the sales department, continues to accept renewals from the same medicinal category.

Case in point with regard to the latter situation occurred last week when the starting date on the George Gershwin series for Feen-a-mint was moved up from Aug. 20 to Feb. 19. Health Products original idea had been to let six months elapse following the end of the "Fotash and Perlmuter" run. Network also recently gave the Eno Salts (Crime Clues) the okay on a year's extension with the privilege of dropping out for the month of August.

Air Code Subcommittee Meets on Equity Claims

Subcommittee of the broadcasting code authority sat for three days in New York last week taking data on Actors Equity's claim to union supervisory powers in radio. Code's representation made up of John Shepard, 3rd, head of the Yankee network; James M. Baldwin, and M. R. Runyon of CBS, talked about talent problems with network reps, ad agency men, radio actors and Frank Gilmore, Equity prez. Considerable part of the quiz referred to charges made by Equity in its survey on the radio industry, with the subcommittee particularly interested in checking up some of the actor stories quoted in the Equity report.

Code's authentic representation plans to resume the inquiry and draw up a report for the administrative board as whole on its findings within the next two weeks.

Johansen's Flying Tour

San Francisco, Feb. 12. Gunnar Johansen is on a leave of absence from NBC for a brief concert tour which he is making entirely by plane. Pianist flew to Everett, Washington, for a recital there last week, thence by plane to Chicago for a date as guest artist with the symphony.

Flying back to Seattle for a Feb. 20 appearance with that city's symphony, and will return here Feb. 25 to resume his NBC broadcasts. Meanwhile, a pupil, Douglas Thompson, is battling for Jim on the network.

HOME TALENT GETS A BREAK

String of Live Talent Shows All Produced by Stations Is Set by Fels-Naphtha Soap Through Young and Rubicam

BORDEN'S, TOO

Bankrolling the most extensive string of local live talent programs launched in years is the maker of the Fels brand of soap. Commercial through the Young & Rubicam agency has lined up 21 stations in that number of cities for 39-week contracts with each outlet using staff talent of established popularity in the respective communities. All stations are located within the basic territory. Borden, Inc., is slated to undertake a similar project but with the outlets spread through the South.

Stations already set by Fels are WEEI, Boston, WOKO, Albany, WGR, Buffalo, WSYR, Syracuse, WLW, Cincinnati, WSPD, Toledo, KDKA, Pittsburgh, WTAQ, Eau Claire, Wis., WESG, Elmira; WLBB, Erie, and WIZ, New York. Some of the contracts call for two 15-minute programs a week while other stipulate a single half-hour. Tie-up with local stations direct and the engagement of talent locally popular allows for special merchandising methods and hook-ups that the soap manufacturers has mapped out.

Borden's spot broadcasting enterprise based on the use of live talent exclusively entails a weekly 15-minute program over a period of 13 weeks.

PRIMA PAYS WBBM \$40,000 FOR GAMES

Chicago, Feb. 12. Second sponsor has signed for play-by-play broadcasts of the baseball game this summer. Prima beer went on the line last week for the series over WBBM. Going in on its sixth year on this station and at added coin. Understood rate for the 1934 run will be \$40,000. Walgreen set for same programs over WGN.

30 to 1 Against Audience

Chi Radio Ed Asks Reader-Listeners if They Like Applause—They Don't

Chicago, Feb. 12. Listeners are overwhelmingly opposed to hand-clapping studio audiences. This is the conclusion reached by a survey made through the "Star Dust" program on KYW by Ulmer Turner, who doubles as radio ed for the Chicago Herald-Examiner.

On his program Turner frankly asked the radio audience what they thought about studio personal appearances and out of some 600 replies only 21 favored in-person shows. The others were negative, with the replies ranging from petitions against studio audiences to frantic poetry.

Shortest reply read "No applause please." Longest ran into a dissertation of radio and the new attempt of radio to establish air theatres. One letter from Wyoming said: "Did you ever hear a radio audience clapping? Well, I have—and many times they clap before you get the benefit of the joke. At other times I believe the actor is playing to the audience rather than the radio." One gave this suggestion: "Audiences in the studios might wave their hands to show appreciation."

High Prices, Blending, Adverse to Whiskey Which Needs Radio Badly; But Situation Still Befogged

Hazards of Surveys

Keen rivalry between the two national webs developed an odd situation last week when answers to a survey CBS is conducting were wrongly mailed to NBC by about 30 persons. CBS is seeking information on what stations come in strongest in various communities.

NBC before remailing the answers to CBS took a peek at the answers and made the customary patriotic wisecracks.

Leading liquor distributing combines are expected to let loose with in the next month with hugely budgeted air campaigns to break down buyer resistance caused both by high prices on the publicity over whiskey blending. Programs, as seen by the advertising trade, will be strictly of the institutional variety.

One of the major combines, Distillers and Brewers of America, Inc., has already started to test out program in a couple spots in the east. If the show takes it will be recorded and distributed stations in wet areas.

Several of the liquor combines have worked out an arrangement whereby the local distrib can afford to do his own advertising. Allotment of advertising coin depends in each instance on the number of cases bought.

After the furor caused by newspaper blows over, it is anticipated that the Federal Radio Commission will rescind the rule implied in its warning to stations about the handling of hard liquor advertising. According to the commission's rules no station carrying hard liquor advertising will be granted a license renewal without the application first being subjected to a public hearing.

McCarthy to KFI in NBC Coast Exec Shifts

San Francisco, Feb. 12. Shift in NBC's exec personnel is due this week, upon the return from New York of Don E. Gilman, v.p. and western chief.

C. L. McCarthy, assistant to Gilman, leaves for KFI, Los Angeles, where he has been offered a similar post under Arthur Kables, gen. mgr. for Earle C. Anthony. McCarthy's successor not chosen.

Gil, who arrived in Los Angeles last week (8)—with M.-H. Aylesworth—is due to return here about the 15th, but it's doubtful if Aylesworth will get up here.

News Ousts Mawhinney From CBS; Goes with KNX

Los Angeles, Feb. 12. With CBS news service getting the air Mar. 1 under the radio pact with newspapers, Les Mawhinney, who has been handling the service for the west from Los Angeles, went off the payroll Saturday (10).

Mawhinney is now handling the news bulletins for KNX, independent, which has been leading the fight on the coast against the news ban. He will also head the publicity department. He was in the a. berth at KFI before going to CBS.

NBC Ogles Pontiac

With the car makers' current 13-week contract with CBS due to expire in four weeks, NBC has started auditioning for Pontiac. Aflair that Columbia is originating Saturday nights from the coast for the account was okayed for five weeks only.

Pontiac has been allied with CBS for the past two seasons. Prior to that the General Motors subsidiary had been NBC's exclusively.

Jean Goldkette had moved his office into New York from Detroit because of an understanding with G. M. execs that the Pontiac program was to be his. At the last minute, it was decided to take the show that CBS had in the meantime played in as a prospect from the west coast.

Beatrice Fairfax Ghost For La Franco Flakes

LaFranco washing flakes will debut Beatrice Fairfax on NBC March 10. It will be a Saturday night affair, 9:30 to 10: EST, with the Mountain and Pacific Coast supplementaries involved. Contract is for 17 weeks in the spring and a return in October for 17 weeks more.

In addition to the lovelorn columnist's personal appearance there will be dramatizations of problems which she will relate have been posed to her. Agency is Young and Rubicam.

Voice to impersonate the mythical Beatrice is to be selected.

Newland on KNX

Los Angeles, Feb. 12. Tiny Newland, former baritone at KFI, goes to KNX for a 15-minute spot five days a week. He supplants Lawrence King, who has gone to San Francisco as soloist with Jay Whidden's orchestra at the St. Francis.

92 Minneapolis Listeners Answer Question, Do Fans Know Sponsors?

Minneapolis is the second key city canvassed by Varnett through a questionnaire asking radio fans to identify sponsors. Results for the Viking City are based upon 92 replies. Of these 28 were from house-

the advertising ques-

seems in the case of Minneapolis as in the tabulation for Hartford, Connecticut, printed last week to indicate that those programs which have been consistently on the air and well-produced have created a sponsor impression.

This survey in no way is supposed to suggest relative merit or popularity of the programs listed. It is simply an attempt to find out how the advertisers stand with the well-known headlines and programs they bankroll.

Andy, program was one of the first major smashes of radio and has continued popular year after year. Eddie Cantor's association with Chase and Sanborn has of course been of long duration and the program itself a pace-setter for smart radio showmanship. Ed Wynn's comedy twist in the sales spiels for Texaco is natural enough to build public familiarity. Plus the fact that the Texaco company itself is aggressively active on merchan-

dising tie-ups and keenly show-

Several programs, notably the Metropolitan Opera and Casa Loma orchestra have been on the air a comparatively short time. It is not to be expected that the public would recognize their sponsorship as readily in the cases of older shows.

Minneapolis with a predominately Swedish racial strain is probably neither wholly typical nor extraordinarily unique as an American city. It has long, tough winter nights and a citizenry not noted for being high-brow. It is presumably a good radio town with strong family life ties.

Easy Aces who switched from Laxoris and an evening niche to Jax Salts and an afternoon period drew 11 wrong identifications by listeners not aware of the change of sponsors but the 16 correct answers were by housewives so that this isn't a bad show.

Outstanding variability between Hartford and Minneapolis is the familiarity with the sponsor of Burns and Allen. Out of 55 replies Hartford correctly named Burns and Allen's advertiser 53 times. In Minneapolis out of 92 replies only 28 were right.

Next week: Chicago, Ala., and

Program Sponsor Identification

MINNEAPOLIS, MINN.

Tabulated Replies are from the following: Housewives, 28; grocers, 2; druggists, 2; manufacturers, 2; tailor, 1; clergyman, 1; 20 raves, 1; stenographer, 4; office managers, 4; stock brokers, 3; salesmen, 18; saleswomen, 1; maid, 1; milkman, 1; architect, 1; lawyer, 1; garage mechanic, 1; merchants, 2; press agents, 2; clerks, 5; reporters, 2; theatre owners, 2; porter, 1; buyers, 5; unidentified, 2.)

(92 REPLIES)

Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n' Eddie Cantor	76	13
Ed Wynn	75	16
Maxwell Show Boat	65	27
Myrt & Marge	64	28
Boake Carter	55	37
'March of Time'		27
Rudy Vallee		42
Jack Benny		61
Phil Baker		68
Wayne King Orchestra		61
Burns and Allen		64
Joe Penner		65
Metropolitan Opera		59
Paul Whiteman	9	63
Olsen and Johnson		71
Easy Aces		66
Jessica Dragonette		77
'Rise of Goldbergs'		81
Lara Lu & Em		80
Casa Loma Orchestra		
Will Rogers		

GARBER GOES ON CBS FROM CATALINA ISLE

Chicago, Feb. 12. Garber orchestra opens at Catalina Island Casino on July 2 for an eight-week stay. He there will get a coast-to-coast hook-up over the Columbia system. Wires will be strung across the channel to Los Angeles.

MORE RECOGNITION

Rochester, Feb. 12. University of Rochester establishes first formal radio broadcasting course in the city. It's a new offering of the Extension department to train in preparation of maintenance, delivery, microphone technique, tone production and enunciation.

Carmen Ogden will conduct, assisted by broadcasting and advertising experts.

LIEBERT OVERBOARD

Dick Liebert, radio city music hall organizer, who has 18 broadcasts a week on NBC, wouldn't add two more via WOR. Later pays only scale and Liebert felt he was overboard on etherizing.

Lew White took on the WOR chores instead.

WCAO SPURNS LIQUOR

Maryland Always Wet but Station Is Semi-Dry

Baltimore, Feb. 12. Tommy Lyons, owner-operator of WCAO (CBS) has announced his station will refuse whiskey and light wines and soda programs okay, but even the continuity and commercial plugs of these products get careful scrutiny.

Announcement just formally made public, till now WCAO, steering away from any declaration of a definite yes or no, but accepting grapes and hops products while stalling the hard stuff.

Rather surprising and creating gusts of comment in State time-honored wet and the stamping of dozens of distilleries. Furthermore, Lyons has never been known to be interested in or aligned with dry activities.

Federal Radio Commission has just okayed full 500-wattage on unlimited time for WCAO.

Knight Cuckoos Mar. 21

A.C. Spark Plugs, a General Motors subid, has set March 24 as the revival date for the Cuckoos with Raymond Knight on NBC. Burlesque will get a half hour each Saturday night and a coast to coast hook-up.

Contract all around is for a minimum of 25 weeks.

Aspirin Takes 'Dreams' Un-sponsored for Week

Chicago, Feb. 12. After one week interim on sustaining the 'Painted Dreams' daily show on WGN grabs a new sponsor, the Cal-Aspirin company. Former sponsor, 'Battle Creek Foods' company, is hunting for a cheaper show.

New commercial hook-ups start on Feb. 16.

NBC AUDITIONS BOOKED SOLID

Auditions schedule for new talent at NBC is so loaded up that a candidate for a tryout can't get a booking before Feb. 25, Ernest Cutting, who listens to them for the program department, has few hundred dated up in the meanwhile.

Cutting devotes six hours a day five days a week to the parade of make prospects, giving each at least 17 minutes. While Cutting is bending ear over his loudspeaker there's another set of hearings for newcomers going on elsewhere in the building. Later is NBC Artists Service affair. Ruby Cowan doing the listening honors for that department.

Dill Bill to Curb Mexican Stations' Activities in U. S.

Washington, Feb. 12. Bill to curb operation of Mexican radio stations was offered in the Senate last week by Senator Dill of Washington, co-author of 1927 radio law. Measure prohibits persons or companies from piping programs over the border into the U. S. in any foreign transmitter with sufficient power or such location that its signals will be received in this country.

Radio Commission could grand authority for U. S.-foreign tie-ups in order to hurt legitimate networks and chains from serving Canadian and Mexican clients.

KFWB's New Thriller

Hollywood, Feb. 12. KFWB is starting a new mystery serial 'Infra Red', by Fran Striker. Parts will be played by staff players with production by Jack Joy.

LINFOOT DROPPED

San Francisco, Feb. 12. Vic Linfoot is off the NBC announcer's staff at headquarters here, his place going vacant until a successor can be selected. Remainder of the start meanwhile doubling up until the spot is filled.

Also off the network payroll are Gail Taylor, soprano, and Gertrude Lynne and Grace Frankie, piano team.

Columbia, NBC, Both Surveying

Webs Seek Data on Popularity of Stations and Family Habits

CBS is making its second annual national survey among listeners and rect to find out what stations they're tuning in regularly in their respective communities. From this questionnaire the web expects to chart both listener popularity and clarity of reception. Covered by the questionnaire mailed out are 3,072 county seats.

'Courtesy report' addressed to set owners in these areas asks that the info filler-listener first make note of what CBS and NBC stations are heard under average weather conditions in that community, then other outlets generally listened to and finally which station tends to be the most popular in your community. In a large number of cases the queries have been directed to the secretaries of local chambers of commerce, while in the small townships the postmaster has been asked to jot down his findings.

NBC is trying to find out what time of day the various segments

House-to-House Canvass for Petition Signers in 2 Stations' Priority Fight

MUST GET BREAKS

NBC Orders Path Cleared for Four Acts

Chicago, Feb. 12. Chicago NBC program department has spotted four acts for the big build-up and has sent strict orders through the offices that these four must get thorough co-operation and plugging. Acts are Jackie Heller, Irene Beasley, the Crusaders and Vic and Sade skit.

This follows the recent shake-up in the sustaining division with seven turns shored out of the Merchandise Mart as unable to attract sponsorship.

NBC also searching for new tag for the Crusaders, male quartet. May use public contest angle for new label.

Penetro Goes East

Chicago, Feb. 12. Though show known as the 'Penetro Revue' is going into the New York NBC studios to keep up with the shift of the Vincent Lopez orchestra from the Chez Paree here to the St. Regis in the east on Feb. 23.

Means that the King's Jesters and Tony Cabooch drop off the show for at least the eight weeks that Lopez is set in New York. Agency tried all angles to get the Jesters into Radio City but other Chicago local shows deterred the Jesters' quartet from making the jump.

Understood that show will return to Chi after eight weeks upon the expiration of the 14-week contract that stands on the Lopez-Plough tie-up.

NBC AUTO SHOW TROUPE

San Francisco, Feb. 12. Seattle Auto Show, March 3-10, will have an NBC show booked by the network's artist bureau and Lou Emmel. Troupe may also play Vancouver, Victoria and Portland, with deals for those cities now on the fire.

In the show are Senator Fishface (Elmore Vincent), Nathan Stewart, Don Julian and Margie, Verna Packard, Virginia Kelsey, Fortune Sisters and the Neapolitan Four.

MAGUIRE STEPS UP

San Francisco, Feb. 12. Arnold Maguire steps up to the post of production manager at Don Lee's KFRC this week (Feb. 13), succeeding William H. Wright, who resigned to join Al Pearce's Gang on NBC. Maguire has been announcer, continuity writer and producer at the station.

Wright will do the Eb and Zeb act and others with the Pearce gang, besides cutting transcriptions of those two characters for MacGregor-Sollie.

N. B. Fight between C. A. Munro, owner of CFBO, and H. P. Robinson, newspaper and public utilities magnate, over the starting of a new station here has reached the public petition stage.

Both have canvassers making house to house calls getting signatures. Munro says his station fulfills the community's requirements, while Robinson is collecting signatures to show the Canadian government that the townsmen want another outlet.

Signature canvassers for the contestants frequently run into one another on their bellringing assignments.

Munro has been contending that another station would conflict with his wave length, but the radio commission disagreeing with him, has granted Robinson a franchise. Munro started his signature collecting before he got wind of the commission's action. It's his intention to continue gathering names and to take his case over the heads of the commission and direct to the Canadian government.

NO SPONSORED SHOWS FROM 1934 CHI EXPO

Chicago, Feb. 12. Likely that no commercial programs will originate in the World's Fair studios this coming summer. At least no sponsor has as yet asked for from-the-Fair grounds broadcasts and none of the stations or networks are pushing the idea.

Follows the rather poor results gotten last year from the Fair grounds due to poor studio facilities and general makeshift arrangement of the broadcasts on the grounds. Every effort will likely be made to do all commercial programs from the regular network and station studios.

BEER AND BRAVERY

Harvard Brewery Will Li With Heroism

Boston, Feb. 12. Harvard Brewing Company has decided to go into radio in a big way. New series will be known as 'Big Nights'. Shows will pay tribute to the Army, the Navy, the police department, and other organizations symbolic of heroism and bravery.

First program will pay tribute to the Navy. A local radio executive, Eddie Ginsbourne of WEEL, will be the heroic figure which the sketch will be built around. The skit will dramatize the incident of Vera Cruz during the Mexican trouble in which Eddie lost his leg and received the Congressional Medal of Honor.

In addition to the dramatic sketch there will be two of the comedy type. Andrew Jacobson and his orchestra will furnish the musical portion of the shows.

Brew company is currently heard each Monday night WRZ at 9:30 o'clock.

KNX'S TEMPORARY HOME

Hollywood, Feb. 12. Moving from the Paramount lot, KNX will be housed temporarily in a part of the old Paramount studio on Vine street, now occupied as a recording building for Otto K. Oleason.

Station goes into the temporary quarters awaiting finishing of a studio on Sunset boulevard, formerly used as a film museum.

KYA's Additions

San Francisco, Feb. 12. Cy Trobbe and an orchestra of eight men taken on by KYA. Trobbe was previously on KPO and before that at the Palace hotel. Station goes under the Hearst banner Tuesday (tomorrow).

Richard Holman, author of the 'Milly and Billy' skit on the same station, added to the payroll as continuity scribbler.

While making changes, broadcaster also comes on air half hour earlier in the mornings, and has Ernie Smith doing a nightly sportscast and most of the local prize fight.

FRANCE'S RADIO MARKET

Group Broadcasters, Inc., Launched With Unofficial FRC Blessing

Purposes of the coterie of independent stations who have organized themselves into a time-selling combine known as Group Broadcasters, Inc., has received the approval in an unofficial way of the Federal Radio Commission. During the meeting of the station operators involved in New York last week at which officers were elected and the final touches put to the proposition a member of the commission was present on invitation.

All angles of the project were explained to him and he was provided with a copy of the collective contract. His comment on both indicated that the enterprise would meet with the okay of the Roosevelt administration, particularly since it would serve as an answer to those critics who charge that the present administration's policy tends to give the concentrated interests an edge over the small business proposition.

Though 22 stations have already allied themselves with Group Broadcasters, the stock ownership and operating control of the organization remains permanently in the hands of the 10 charter outlets. All stations outside of this 10 will take the designation of associated members. Under the GB plan of selling an advertiser must contract for a minimum of 10 stations out of the group to be eligible for the group rate. Price for each station in the group selected will be the same as charged by the national web with which the respective outlet is affiliated. As a premium the Group Broadcasters will toss in the production and pressing costs of the recorded program that the advertiser elects.

Busy Shepard

John Shepard, 3rd, has been elected head of Group Broadcasters. In addition to being president of the Yankee network and v.p. of the National Association of Broadcasters, Shepard is chairman of the broadcasting code authority. Executive committee is composed of Alfred A. Cormier, gen. mgr. WOR, Newark; Harry Howlett, WHK, Cleveland; I. R. Lounsbury, v.p. WGR and WKBS, Buffalo; Arthur B. Church, v.p. KMBC, Kansas City, and T. F. Convey, pres. KWK, St. Louis.

Group Broadcasters will maintain offices in the Byers recording studios in New York, former Scott Howe Bowen, Inc., while the Bowen organization will be associated with the project in the capacity as time booking agent. Bowen's contract with G. B. is for three years and he is also one of the stockholders.

Cal Kuhl West

Los Angeles, Feb. 12. Cal Kuhl of J. Walter Thompson is here to handle the company's radio accounts on the Coast.

He takes over the Shell Hour, Coast CBS, previously handled by Fred Fidler, from San Francisco, and the Chase & Sanborn hour, for which Jimmy Durante is slated next month.

San Francisco, Feb. 12. Shell Oil inaugurates a number of changes in the Monday night show on the Don Lee network, when the show moves from KFRG here to the Radio Playhouse, Los Angeles, where sponsors can get a studio audience. George Stoll takes over the hutton's in-matrix, succeeding Horace Hield, who bows out this week (12). Rush Hughes continues as m.c. and Benny Fields, Edith Evans and Edwin Imhaus as soloists.

Hughes, who also is on NBC for the Thompson group, and its Langendorf bakery client, will do his Monday afternoon air column from KFI, Los Angeles, completing the balance of the week from KGO here.

Move to Hollywood being made to grab off picture names more easily.

High-Low in Music

Mario Chamlee, tenor with the Metropolitan Opera, gave an audition last week. Name of program proposed for the class singer is 'The Organ Grinder.'

END BLUE WEB CONNECTICUT SHUT - OUT

NBC is looking for an outlet for the blue (WJZ) link located between Boston and New York. Area that the web's interested in providing coverage for is Connecticut. With that state considered under quota it is possible that NBC will induce some indie station operator to apply to the Federal Radio Commission for a wavelength franchise and for permission to construct a station in either Hartford or New Haven.

For the red (WEAF) string NBC has an affiliate in WTIC, Hartford. Otherwise the state as it now stands is tied up by the Yankee network, a CBS ally.

Lady Esther Promises Wayne King 4-a-Week Until October, 1935

Long, exclusive guarantee contract in radio went through last week when the Lady Esther cosmetic company signed for exclusive use of the Wayne King concert series until October, 1935.

Under the terms in return for the exclusive deal Lady Esther guarantees the King outfit at least four network shows weekly. Orchestra now has four shows weekly from the face powder company and on March 2 adds a fifth program on NBC with a sixth understood to be readied by spring.

WWSW Unit Tours

Pittsburgh, Feb. 12. With backing of Allegheny county American Legion, Dutch Hald, WWSW announcer, has organized a revue composed entirely of WWSW talent for a six-week tour of every Legion post in Western Pennsylvania.

Following jaunt around Legion circuit, Hald plans to enlarge revue for three-day showing here at 3,800-seat Syria Mosque.

KFWB's Histrionics

Hollywood, Feb. 12. Tom Moore, Eric Snowden, Montague Shaw and other film players go into a weekly historical play, starting Feb. 18 over KFWB, commercialized by Alberta Food Co. Series under the title of 'American Parade,' produced by Forrest Barnes was formerly a sustainer at KMPX, Beverly Hills.

CBS Takes 'Cath'

Los Angeles, Feb. 12. 'Athene the Great,' historical air serial written by Edward Lynn, has been taken by the CBS network as a sustainer. Script show has been a KJH feature over the Don Lee coast CBS chain for several months.

BUSINESS CHANCE CONSIDERED GOOD

Advertising Allowed, but Wretched Quality of Programs and Signal Interference Keeps Broadcast Unimportant — Natives Prefer to Tune In Other Countries

NO MUSIC

Paris, Feb.

France is possibly the least exploited of the promising radio audiences in the world. Frenchmen own a surprisingly large number of receiving sets for a country in which so little is done to provide bearable programs in the native language.

to business opportunity wide open to anybody capable of bringing organization, efficiency, and showmanship to the present situation which is marked by an almost complete failure to apprehend the possibilities of the media. To make the business opportunity the more challenging, advertising is permitted although as employed to date its quite unlike the American system.

Typical day's program schedule for Radio Paris, now the leading local station, with Government backing, starts at noon with a half-hour of Jewish music. Then there is a disc concert. Then an English lesson, a weather report and the stock quotations. Then a lecture on Government Insurance—a little propaganda, this—and a lecture on Gluck and Puccini. Finally, at 8:40 p.m., comes the only somewhat bright spot in the day, broadcasting of an opera from the Porte Saint Martin Theatre.

Advertising

Most primitive kind of advertising is mixed up in their program. Advertiser here do not sponsor programs, but just put announcers on the air to boost their products in two or three minute talks. That's all. Whenever a fan hears the talk coming he just dials in Madrid or Moscow for a while, and then comes back when he thinks the French station has returned to phonograph records.

Public men have not started to use the radio here at all. Such things as President Roosevelt's broadcast speeches are absolutely unknown. In other words, the French have exactly everything to learn. The public is radio conscious, but no one is taking advantage of it.

There is nothing the average Frenchman hates more than to listen to a foreign language he can't understand, but the natives, driven by despair, often tune in on English stations such as Daventry, especially when there is a good jazz concert being broadcast, and even turn to continental stations broadcast in German or Spanish.

On the day when Radio Paris was producing the barren program outlined in the foregoing, Daventry had no less than five good orchestral sessions. French who have good enough sets prefer this station to anything their own people put out. But these days Parisians have a tough time getting through the powerful and nearby Eiffel Tower broadcast, on 1,445.7 metre., to Daventry on 1,500. The tower drowns out everything else. And all it gives is stock quotations, weather talks, lectures for farmers, news reviews and occasional disk concerts!

Manufacturer-Distrib 50-50 Split On Radio Time and Discs Supplied By Factory Is Popular Arrangement

Fun in Chicago

Chicago, Feb. Radio exec surprised his colleagues last week when he burst in and announced jubilantly that Schlitz had taken up its second 13-week option. Awe-struck colleagues finally understood when the gagger explained, 'yeah, second 13 weeks of auditions.'

One phase of that shows no signs of diminishing has to do with the arrangement between manufacturer and local distributor in which the two split the station time costs while the former furnishes gratis the recorded programs. Small-town broadcasting has more commercial representations of this type than ever before.

Among the recent newcomers in this field of other merchandising is the Billiken-Shoe Co., maker of the Natural ridge brand of footwear, as well as the bottle using the company name. For each brand the manufacturer has a separate stenciled series m.c'd by Ray Perkins, which are being offered to local dealers on the basis of free use of the records and a half share on the time billing. Another manufacturer with national distribution that leans exclusively in this direction and on an extensive scale in plugging its wares is the General Household Utilities Co. of Chicago. This firm's Grunow Variety series has to date been spread over 70 stations.

JURY AWARDS PRESCOTT \$2,000

J. Ilen Prescott, WINS, New York, announcer, obtained a \$2,000 verdict against Ham Fisher from a jury in the Westchester County Supreme Court last week on a claim that had to do with the air version of the cartoonist's 'Joe Palooka' character. Prescott sued to collect \$2,800 which he alleged was the balance due him as writer of the scripts.

Broadcast version of the comic strip ran last year on CBS for Heinz Heesels. At the end of 19 weeks the food packer cancelled because of his family's objections to the program. Complaint made was that it wasn't dignified enough to be associated with the Heinz insignia. Before Fisher stopped paying, Prescott had collected \$1,300 for his work. Prescott was formerly with NBC where the 'Palooka' show first made the audition rounds and though the announcer was responsible for the first three scripts only it was his contention that his work served as the basis for the continuities subsequently turned out.

Fisher obtained a stay of execution for 30 days to allow his counsel to take the verdict to the Appellate Division.

Sue Mitzi Green

Los Angeles, Feb. 12. Suit for \$5,000 for services rendered, and demanding an accounting of revenues received by Joe Keno from electrical transcriptions for broadcasting made by the defendant's daughter, Mitzi Green, has been filed in Superior Court here by William Melkjohn and Arthur Esberg, agents.

Complaint charges that in November, 1932, Keno engaged the plaintiffs to negotiate for the making of electrical transcriptions for the World Broadcasting System, using Mitzi Green, and agreed to pay them 10% of all receipts from such transcriptions. Plaintiffs allege on information and belief that receipts from this source have been in excess of \$40,000, and want judgment for their share of these receipts, plus the \$5,000 for services.

Cantor in Florida

Eddie Cantor will employ a local orchestra to pick up from Hollywood, Cal., for the next four weeks, and San Francisco, Cal., for the next four weeks. Cantor will be in Florida for his specialties. The local Florida band will accompany any Cantor's vocal numbers.

Mrs. Cantor (Ida), the oldest daughter, a median south.

JUST IN TIME

KYW Almost Forgets Hearst Orders to Plug WCAE Inaugural

Chicago, Feb. Hearst affiliate station KYW, almost incurred the enmity of the Hearst organization last week when it forgot to set itself on the network for the inaugural ceremonies of the Hearst station in Pittsburgh, WCAE.

Orders came through the Hearst organization several months ago to switch out the NBC affiliate opening. When NBC traffic department set up its network outlet here for the ceremonies the station originated for the show was WMAQ, Daily News station. Show was thus marked on the traffic sheet for a week or so—less than 24 hours before the show was set to go. KYW discovered what it was all about and ran to NBC for the local wire. It was too late, however, to switch the show off WMAQ, with that station having made plans for the program.

Result was a WCAE inaugural both WMAQ and

moved intact up to the 19th floor and the program department united into a single operating layout by being brought down to the 18th. Previously the latter contingent had been spread out over the building.

Also shifted to the 18th floor is the artist bureau.

CBS news service has been assigned to other quarters for the two more weeks it has to go. Bureau folds with the unveiling of the broadcast news office by the press associations, as part of the pact

Air Line News

By Nellie Revell

Frank Dae, legit and radio actor, is back in the acting field again after a layoff of about a year, in which time he was in the sacramental wine business in Rosedale, L. I. Dae went into this line when things got a little overly tough on the acting front. Repeat split the end of liquor as far as he was concerned, so he's back in harness again.

Junket to Jackson, Mich.
Spartan show, with Richard Him band, The Scamps, rances Langford and Joey Nash returns to the air Feb. 25 for five weeks and then goes into storage until October. On March 20 the entire company is going to Jackson, Mich., to attend the sales convention of the Sparks Wilmington Co. and where they will give a show for the company salesmen.

Directing Maude Adams
An outside director has been called on in Maude Adams' show, both on the script and staging. Leo Bulgakov, producer and director of 'One Sunday Afternoon' amongst other legit shows, worked last week's production.

G. W. Iways Alert
Records of the oper to be done each week by the Metropolitan are played every Friday at NBC and piped to G. W. Hill, resident of the tobacco company, so that the commercial continuity can be fitted in. Sponsors have requested NBC to replace vocal following the opera broadcasts with a band.

Makes Radio and Beds
Robert of Shreveport, La., colored porter, the run from his home to Gotham each week and when in New York broadcasts from WJN, doing, amongst other things, an Amos 'n' Andy imitation. Ben Gross, of the Daily News, discovered him on a trip to his home town. Tyler also sings and plays the guitar.

Radio Dominates Theatre
Roxy theatre is getting to be a radio house. Jones and Hare commercial, now broadcast from its stage, will be joined shortly by the Ohrbach show from WOR and the stage presentations are usually supplemented by radio acts. In addition to a new Saturday matinee broadcast weekly and Frank Luther has been booked for a series of programs from the theatre studios via WOR.

Joe Penner's Build-Up
Following its extension of its contract with Joe Penner, J. Walter Thompson agency, started a build-up for the comedian, spotting him immediately on the Rudy Vallee show last week, making three major programs he appeared on since the week began. Another reason for his going on the yeast program was the difficulty the agency is having in getting comedy for this period.

Second Hand Inspiration
WOR programmers strained and strained for a title for a new show recently and finally selected 'Music in Mosaic' after three days. Then they learned that NBC has one by that name. They're still straining.

Flying Hutchinson Family auditioned for Thompson's Malted Milk at New York week. The Phil Spitznagels are visiting Phil's mother in Cleveland this week. Ramona, on a diet, has lost 12 pounds. Will Donaldson, arranger for the Men About Town, has completed a comedy song satirizing mystery novels and the trio will do it soon. Then it will be released for general use. Don Bestor has signed Chickie Moas as vocalist with his band to begin Feb. 23. NBC has restored Hillbilly Heartbeats to its sustaining schedule and taken off Submarine Gilt. Mark Warnow, the Columbia maestro, recently became a father. WOR is shifting after four years in one spot, the Bamberger Little Symphony orchestra, to Thursdays opposite Rudy Vallee. Trini Michel, ex Mike Trini, and Bert Hirsch, are being framed for a classical radio double. Irene Beasley may come east as the vocalist with the Phil Baker show. NBC has installed shock absorbers on its elevator buttons to do away with the static shock formerly received when the button was pressed. Now you don't get the shock until you get upstairs.

Too Cold for Hot News
Four Hottentots, colored girls hailing from Mobile, Ala., auditioned for Ruthrauff and Ryan agency. Sydney Mann opens in Low vaude Feb. 20. Dolly Madison powder is auditioned for an NBC commercial. Jack Arthur, WOR hitman, is appearing at the Radio City Musical Hall, NBC making the pick up for WOR. Floyd Buckley's eyes were severely burnt last week from fiddling with a quartz light. Ray Perkins and Fulton Oursler, brothers-in-law, are collaborating on a new series of comedy scripts for a network commercial. Oliver Wakefield, the English comedian, and Eddie Hunter, colored singer, are to be featured in a new radio program. Jack Denny discarded his baton on the American Oil broadcasts, then using it again since the shows are at the Hudson theatre. Rudy Vallee's new vocal, Dolores Roach, to replace Alice Faye, is the wife of Sammy Cohen, film comedian. Scapes open in vaude for RKO Feb. 17 at the Mount Vernon, booking calling for the act to open as well as close the show. First two guest stars on the Babbo show starting Feb. 18 with Mary Small and Bill Wires' band are Jack Parker and Molasses and January. Angie Cardaman, formerly a coal miner, who studied singing for three months at Paul Whiteman's expense, is now singing with the orchestra, making six vocalists.

Short Shots
Both NBC and CBS are working on new Pontiac show since the Ray Paige engagement is for five weeks only. While CBS has the account, NBC has hopes of acquiring it. Land: Trio and White may take Frank Lightner, Winnie Lightner's brother, into their vaude act. Buddy Rogers won't be renewed at his dance spot. Kenneth Roberts, CBS announcer, is studying music and Russian. George Givot has been resigned by Herman Bernie for an additional three years. Colgate's Toothpaste has an NBC commercial starting shortly with Francis Langford, the Leaders and Donald Novis. Howard Phillips starts an NBC commercial in March. Jack McGarratt, who started west for Pontiac. With the new Camel show starting soon, male vocal by members of the Cash Loma band will be cut down considerably due to Connie Boswell and Stoppage and Budd being on. Ray Heatherton and Alice Remson start a new NBC sustaining program this week. Mary McCoy left the Sal Hepatica program because singers weren't paid for the second broadcast, although musicians were.

Post Scri
e NBC press departments warned last week that 9 a. m. is the deadline. oxanne on WOR, for two years, is still the only woman band director on the air. Harry Salter sets a new record for air guest appearances. His Campy Choir, heard for the eighth time, on Ipana's broadcast tomorrow night, is renewed each week. Socony, with Soconyland Sketches on the air, is enlarging its chain to reach as far west as Detroit. Hill Cord at his home in an recovering his health, expects to return east March 1.

Dusting the Attic

(For the 'way-back-when on present day radio names, VANDERBILT and the New Act-likes on vaudeville show go back over a period of 28 years.)

(Jan. 24, 1920.)
GEORGE DAMEREL AND MYRTLE EBBETT
'Hearts and Clubs' (Comedy)
21 Mins.; Four (Parlor)
Fifth Avenue

George Damerel comes along now with a well worn theme in a conventional playlet that of woman suffrage with the wife stump-speeching while the husband must take care of himself at home and of the home. The manner of playing makes this comedy sketch a bit different, besides a piece of business in it that is unusual for sketches of any kind! vaudeville.

The business consists of the 'life changing her dress before the audience, slipping down to a pretty looking lot of lingerie, as much as may be seen of that and there is quite a lot on view. It is during a tempestuous scene between husband and wife, with the husband declaring himself. The wife makes a stand as well, revealing a picture of a woman in her undergarments. The playlet... wobbles along... especially during Miss Vail's song. Shortly after her number she displays how much better an actress she is by doing her scarping scene extremely well. Her song is entitled 'The More I See Others, the Better I Like Me.' The number is entitled to a better delivery than Miss Vail can give it.

Miss Vail is a good looking woman and that aids. The girl who stripped down to a pretty looking lot of lingerie at Proctor's Fifth Avenue bank in 1920 is now Myrtle Damerel. Her partner 'Marge' is now her daughter, Donna Damerel.

DANNEMORA PRISON SHOWS 1 A MONTH

Saratoga, N. Y., Feb. 12.

Dannemora (Clinton) penitentiary broadcast a minstrel show over WQDM, St. Albans, Vermont, with such success that the prison will broadcast an hour's show once a month. Time usually filled by Plattburg, N. Y., advertisers will be donated to convict frolics.

First offering was a minstrel show. Next entertainment will be of hillbilly genre. Prisoners supply all the talent. Warden Murphy and Father Robert Booth, chaplain, are sponsoring the stunt to arouse healthy interests among the prisoners.

Biow Station Starts

Station WNEW, owned by Milton Blow of the advertising agency of that name, gets going Tuesday (13) with special festivities in the Manhattan studios and at the Waldorf-Astoria Hotel, New York. Don Clark, program director, will be the man's sized job of keeping the station on the air from 7 a. m. to 3 a. m.

Station, nominally located in Newark, N. J., but the bulk of the programming will be from New York. Organization occupies the quarters of the defunct Ed Wynn Amalgamated web. Zool Tarnacheau is musical director for the studio orchestra. Roxy LaToche, vaudeville harpist, has the title of musical supervisor, and acts as union contractor. A sales staff of 10 is now functioning for WNEW.

Inside Stuff—Radio

Columbia's stockholders, who at present comprise William S. Paley, Sam Paley, Herman Paley, I. D. Levy, Leon Levy and Lehman Bros., bankers, meet today (Tuesday) to put their stamp of approval on a stock issue for public subscription. Move, which has been under consideration for several months, will entail the pooling of 45% of each one's CBS holdings. Shares represented by this pool after the network's capitalization has been boosted will be the stock released to outside investors.

CBS board of directors has recommended that the old stock setup be revised, which would increase the present allotment of 75,000 shares of Class A stock to 75,000 shares, and the 75,000 shares of Class B stock to 375,000 shares.

On the 150,000 shares of the original issue there is no par value. It is proposed to give both the Class A and Class B stocks of the converted 750,000 unit a par value of \$5. Of the original capitalization only 63.2 each of the Class A and Class B have been issued.

Public was informed of CBS's proposed recapitalization last week when the brokerage house of Wertheim & Co. advertised the availability of the stock, when and if issued. Balance sheet supplied by this firm gave the CBS assets as of Dec. 1, 1932, as totaling \$2,462,134, and liabilities \$1,937,607. Columbia, said the statement, earned in 1933 a surplus of \$367,535 and paid \$4 a share. Surplus earnings for 1931, ver \$2,502,459, were no figures for 1933 in the Wertheim balance sheet.

Wertheim's statement was prefaced with the notation that the firm was not making an offering, but merely creating a market for the CBS stock when and if issued. Statement also related that the stockholders' meeting today (Tuesday) will amend Columbia's certificate of incorporation by increasing the present capitalization of \$2,025,000 to an authorized capitalization of \$3,750,000, of which stock aggregating \$3,162,500 in value will be issued, with the increase in capital to be effected by a transfer from the surplus.

Under this move, present stock will be convertible.

Knoxville, Tenn., newspapers have a way of handling radio and treating the stations there which probably is peculiar to the methods used in any other city whether the press be on friendly or unfriendly terms with the radio clan.

In Knoxville the morning newspaper, the Journal, bans and forevermore forbids the use of the word 'radio' in a news story, editorial, or any other way. If the President delivers an important message to the people of the nation, the Journal prints the speech and the import thereof, but the fact that the speech was delivered over a hook-up of stations will be deleted from the press dispatch. Same rule holds good on local news. Never is publicity given either of the two local outlets, WROL and WNOX. If Mrs. So-and-So is elected chairman of the radio committee of some local club, she is given credit for being a committee chairman but the reading public will never know what committee it is.

Only concession made by the Journal is the carrying a Radio Clock, a brief column which hits the high points of the features on the national hookups. The News-Sentinel, Scripps-Howard chain paper, is a bit more liberal. It deigns to mention the word 'radio' occasionally, but carries only a short column of radio programs. And that column completely omits all mention of the two local stations.

Metro and KNX put over a piece of hokum on the Los Angeles listeners when the radio station announced it had a scoop of a century and that Greta Garbo would talk over the ether.

Following night and the evening preceding the opening of 'Queen Christina' at the Gramercy Theatre, the Garbo program opened with music from the picture by Metro orchestra, and then came a musical transcription. Then, the announcer stated, 'Now for Garbo.' Listeners heard Garbo and John Gilbert in a scene from the picture, which had been waxed from the sound track. Nothing was said about 'Transcription' and it was so put that the majority of the listeners believed they had been listening to the real stuff.

With 'Chandu' slated to go out over a national CBS hookup, emanating from New York early in May, Sol Lesser will cash in on the ether exploitation by rushing production on a 12-episode serial, starring Gayne Whitman, who has headed the Coast ether cast since inception of 'Chandu' three years ago.

Vera Oldham, creator of 'Chandu', do the screen play, with Basil Dike on continuity. Miss Oldham retained serial rights in selling 'Chandu' to Fox for an Edmund-Lowe-starrer released last year. With ether script on air three years over Coast stations and semi-nationally by discs, yarn has gone through a number of sequences.

Lesser's deal is for one sequence with an option on others.

Listeners east of Omaha who tuned in on Borden's 45 Minutes in Hollywood (CBS) Feb. 3 went without three minutes of the show because the telephone line mechanic at that point forgot to make the switch over at the specified time.

Program had been scheduled to pick up Edmund Lowe from Hollywood. While the New-York end of company tried to wake up the fellow at Omaha the station announcer kept breaking into the silence with a plea that the fans hold on.

Commercial has put in a claim for a rebate on the time lost along with the toll fees.

Three-minute delay on the wire change-over marred Pontiac' show from Hollywood Saturday night (10).

lently tempest in the teapot at the Chicago NBC offices last week over the Phil Baker rout on the Armchair show for Feb. 9. Concerned a liquor control blackout with the resultant rumpus, dragging everyone from the press department to Niles Tamm, Sid Strotz, the agency and the sponsor for a serious conference.

Strotz, program director of NBC, yelled when he heard about the liquor control idea and squawked that such topics were ticklish and contrary to the policy of the network. After a conference it was discovered that only the title was annoying and that the script itself was innocuous, with Strotz backing down on his stand.

CBS got itself jammed up with the present New York City administration Saturday (10) when it cut Mayor Fiorello LaGuardia off the air while he was still addressing the League on Women Voters at the Astor. LaGuardia paused during the latter part of his speech to ask whether he was still on the air. When told no he remarked, 'That's all right. Just wanted to know.' CBS later explained that the mayor had gone five minutes over his allotted time and that it had to take him off to bring in a scheduled broadcast from Paris. It was a performance of Masenet's 'Manon'.

Phil Baker comes into New York for his Armour show with evidence that the 'life story' sequence he used several weeks ago was original and not pilfered from Jack Benny, who has also used the idea. Appears a case of simultaneous inspiration on the part of both Baker and Benny. Ba or had the idea several weeks before he got around to doing it, even mentioning it in his column. In the interim, Benny hit with the notion and when Baker followed up he thought there was some copying going on.

In connection with flight being waged nationwide, Hichfield and service stations on the distributing millions of protest cards which patrons (Continued on page 47)

New Business

LINCOLN

Beacon Coffee Shoppe, 'daily announcements, KFOP.
Hill Hatchery, 10-10:15 a.m. daily except Sunday. Talk given by Mrs. Hill, addressed to farm wives. KFOP.
Wendelin Baking Company, daily announcements for one year. KFOP.
F & G Markets, daily announcements. KFOP.
Cadwallader Fur Company, night time announcements. KFOP.
Capitol Markets, daily announcements. KFOP.
McBride Sales Company, daily announcements. KFOP.
Acme Printing Company, daily participation in Times and Tunes program. KFAB.
New Theatre, Ashland, announcements for one year. KFAB.
Suzan Products, daily announcements. KFAB.
Tudor Plate Silverware, 53 announcements on KFOP.
Gillette Razor Company, three one-min. transcriptions, 26 times. KFAB.
Farmer's Serum Company, daily participation in Farm morning program. KFAB.
Ford Motor Co., Thursday: 3:30 p.m. and Sunday 7:30 p.m. on KFOP.

DES-MOINES

Capital Drug Co., half hour on new Barn Dance Frolic from 10:30 to 11:30 p.m. each Saturday. Placed through Wade Adv. Agency, Chicago. Began Feb. 8; expires April 29. Special talent to be used on show. WOC-WHO.
Central Shoe Co., fifteen-min. elec. trans. 5:45-6 p.m. Tuesday and Friday. Placed through Jimm Daugherty, Inc., St. Louis. Begins Feb. 20; expires April 13. WOC-WHO.
Farmer's Mutual Insurance Co., placed direct. Sundays 5:30-5:45 p.m. Talks by Milo Reno, president, National Farmers' Holiday Assoc. and general manager Insurance Co. Began Jan. 29; expires April 22. WOC-WHO.
Hills Bros. Coffee, placed through N. W. Ayer, Philadelphia. Five 5-min. trans. per week. Began Feb. 5; expires March 13. Late afternoon time. WOC-WHO.
Royal 400 Oil Co., Ft. Dodge, Iowa, placed direct. Five 1-min. announcements weekly and 15-min. studio show Wednesday and Saturday. Began Jan. 21; expires June 2. WOC-WHO.
Brown Beauty Beans (subsidiary Western Grocer Co., Marshalltown, Iowa), placed through Erwin Wasely, Chicago. Renewal of three 5-min. ET weekly, Wednesday, Thursday and Friday. Began Jan. 31; expires March 14. WOC-WHO.
Armand Co., cosmetics, Des Moines, placed through Ralnick Ellis-Younggreen and Finn Wasely, 15-min. trans. of Charlie Agnew's orchestra with short talks by Carl Weeks, chemist and president of co. Begins Feb. 16; expires March 12. Monday and Friday eve. time. WOC-WHO.
California Packing Corp., placed through McCann-Erickson, Chicago. Begins March 5; expires May 30. 26 periods 15-min. duration. Monday and Wednesday eve. time for trans-studio program. WOC-WHO.
Waters Center, Minneapolis, placed through Cramer-Krasselt, Milwaukee. One-min. announcements

starting Feb. 19; expires March 19. Monday, Wednesday, Friday, WOC-WHO.
Hotel La Salle, Chicago, placed through Neisser Meyerhoff, Chicago. Announcements Saturday and Sunday eve. time. Starts Feb. 19; expires April 1. WOC-WHO.
Northrup, Kim & Co., placed through Olmsted Howitt, Inc., Minneapolis. Starts March 12; expires April 22. Five-min. elec. trans. WOC-WHO.
Walker Remedy Co., makers, Chok Foods, Waterloo, Iowa. Will sponsor market broadcasts 3 times daily, 15-min. broadcasts. Placed by Weston Barnett, Waterloo. WOC-WHO.
Chase Investment Co., Des Moines, placed by Coolidge-Advertising Co., Des Moines. Series of 3 announcements per week for 1 year with additional announcements to start in April. WOC-WHO.
Lawrence Finance Co., 65-word announcement daily for 4 weeks. Direct. KSO.
Younkers Department Store, Des Moines, 52 announcements, Renewal. KSO.
City Club Beverage Co. (Schmidt's City Club beer), renewal & 1-hr. programs. Once each week Sunday Night Club. Gives 45 consecutive weeks. Direct. KSO.
Dodge Motors Corp., 21 trans. 1-min. announcements to run during Des Moines Automobile show Feb. 19-24. Placed by Rutledge & Ryan agency, KSO.
Colonial Baking Co., Des Moines, 52 1-hr. programs, 1 each Sunday morning. Uncle Bill Reads the Funnies. Renewal. Placed by Fairall Adv. Agency, Des Moines. KSO.
Des Moines Automobile Dealers' Assoc., 13 15-min. programs broadcast direct from Des Moines Automobile show, Feb. 19-24. Featuring Hotel Sisters, Al Morey and band and Al Triggs as auto show reporter. Placed by Battenfeld & Ball agency, Des Moines. KSO.
Colling Funeral Home, 13 15-min. programs. One each Sunday for 13 weeks. Organ. Direct. KSO.
Pointer Breeding Co., 65-word announcement daily for 12 weeks. Placed by Lesing Adv. agency, Des Moines. KSO.
Redbird Hatchery, Des Moines, 65-word announcement daily for 12 weeks. Placed by Lesing Adv. agency, Des Moines. KSO.
Farmers' Union Service Assoc., 52 15-min. programs. Friendly Dan with rural and hillbilly music, also doing the commercial. Direct. KSO.
Sterling Products, 13 30-min. trans. Lavender and Old Lace for Bayer's aspirin. Once weekly. Thursday 9-9:30 p.m. KSO.
PITTSBURGH
George E. Stevenson Co., daily 15-minute cooking school talk for 52 weeks. Placed direct. WWSW.
Duquesne Baking Co., 15-minute program twice weekly for 26 weeks. Placed direct. WWSW.
R. E. Loughney, Inc., 13 five-minute broadcasts. Placed direct. WWSW.
Benjamin Moore Co., renewal of weekly 15-minute programs for 13 weeks. Placed direct. WWSW.
Lewke Broadcasters, 52 half-hour programs to be used within period of 90 days. Placed direct. WWSW.
Pittsburgh Press, spot announce-

Confidence

Fort Wayne, Feb. 11.
 Just plain auto is the decision handed down on a recent air aspirant who managed to storm into WOWO broadcasting room while Marguerite Hitsman, staff organist, was playing her memory hour. Musical made faces at the stranger to quiet down, but she kept right on gabbing.
 Later when Program Director Dorothy Durbin took over situation impatiently asking if the girl had ever taken any vocal lessons, the flighty one replied confidently no, that she never had, and neither had Al Johnson. So there!

ments used as desired to plug current features. Placed direct. WWSW.

NEWARK

Thomas Leeming Co. (Bengue), 13 weeks, Tuesday and Thursday, 15-minute recorded programs with Don Ross. Through Scott Howe Brown, WOR.
Crazy Water Crystals Co., vegetable programs, Tuesday and Thursday noons, week to week basis. WOR.
Mount Clemens Sales Corp. (mineral oil), six weeks ending March 17, Thursday and Saturday, five-minute disc. WOR.
Gold Dust (Silver Dust), 13 weeks, Monday, Wednesday, Friday, 15-minute disc, Katharine Titt-Jones, WOR.

BALTIMORE

Bayer Aspirin Co., 30-min. show, "Lavender and Old Lace," electrical transcription, once weekly, 13 times. Placed by Blackett-Sample-Hummett, Inc., WBAL.
Memomatic Co., of Texas, two half-hour dramatic sketches. Placed by Guenther Bradford Co., WBAL.
Knee Co., of Kansas City, 15-min. adventure dramatizations. Once weekly, 13 times. Placed by Dillon & Kirk, WBAL.
Philips Packing Co., Cambridge, Md., 5-min. studio announcement, four times weekly, three months. Placed direct. WBAL.
McGon Laboratories, Inc., New York City. Recorded announcement, 6 times weekly, 13 times. WBAL.

LOS ANGELES

Edgeworth Tobacco, KFWE, Fri., 8:30 to 9 p.m. Musical comedy orchestration by Jack Joy's orchestra. **Forley Clothing Company, KFWE, Mon., Mon., Fri.**, 6:15 to 6:30. Jimmy and Jana, songs and chatter. **O'Keefe & Merritt, KPWB, Sun.**, 7:30 to 8 p.m., discs; Ted Florio's orchestra. **National Security Life Association, KNX, Friday**, 5:45 to 6 p.m. Cardinal male quartet. (Logan & Stebbins). **Insurance Associates, Wed., Fri.**, 6:45-7 p.m. Chico De Verde orchestra. **Lesquendies, Inc.**, Tussy products, Sun. 11:30-11:45 a.m. Thurs. 6:45-7 p.m. instrumental music and beauty talk. (Glamor agency). **KHJ, O'sara Foundation Gowns, Coast Los Angeles, Wed.**, 10:15-10:30 a.m. Raymond Paige Orchestra and Louella Parson's interview

with film news. Starting Feb. 28 for two 13 weeks periods.

BOSTON

Sears-Roebuck & Co. announcements, three times daily and shopping service, through Chambers & Wiswell, Boston. WBZ.
W. S. Quinby Company, series of 15-minute morning programs. Placed by Lavin & Co., Inc. Starts Feb. 26 on WBZ.

Spencer Chain Stores, Inc., series of weather announcements through Chambers & Wiswell. WBZ.

WATERLOO, IOWA

Claude Gilman, live stock ann.; placed direct. WMT.
Davidson Furniture Company, weather and time sponsorship—once of each daily—for year; placed direct. WMT.
Palace Clothiers, shopping ann. on co-operative program; placed direct. WMT.
Northrup-King-Seeds Company, 26 five-minute trans.; placed through Olmsted-Hewitt, Minneapolis, Minn. WMT.
Weightley Transfer Company, moving ann. on co-operative program; placed direct. WMT.
Nichols & Gates Furniture Company, shopping ann.; placed direct. WMT.
Scientific Laboratories, "Radio-cold" ann. on co-operative program; placed direct. WMT.
Toisa Soap Company, 25 15-minute programs, twice weekly; placed direct. WMT.

PORTLAND, ORE.

Meyer and Frank Co., department store, five 15-minute program, "Pecanet of Beauty." KGW.
Oregon Institute of Technology, announcements daily. KGW.
Davidson Baking Co., one year, sponsoring cooking school, daily except Sunday. Placed through Botsford, Constantine & Gardner agency, KGW.
Kelly Restaurant, 15 minutes, daily except Sunday. KGW.
Ruby Leeds, six months' announcements service on Friendly Chat group hour. KGW.
Oregon Mutual Savings Bank, one month, announcements, daily. KGW.

ATLANTA

Dr. Lyons Toothpowder, half-hour transcriptions weekly at WBB.
Horlick's Malted Milk, starting Feb. 19, three daily spots giving weather news over WSB.
Shell Oil, 65 one-minute spots over WSB.
Gillette, WSB for 46 one-minute spots during February.

KANSAS CITY, MO.

Bayer Aspirin, half-hour disc weekly, Gustavo Haenchen and Frank Munn. KMBC.
Marmola, 15-min. disc, two a week. KMBC.
Nyal Drugs, 15-min. disc, one a week. KMBC.

SEATTLE

Ernst Hardware, one announcement each Sunday for 13 weeks over KOMO; started Feb. 4.
Blue Moon Theatre, two announcements, Feb. 11 and 18. KOMO.
Western Apparel, addition to former contract of four announcements per week over KOMO.
Seattle Metal Exchange, 15-minute talk, Feb. 12. KOMO.
Pahay-Brookman (clothing), two 15-minute programs a week for 13 weeks on KOMO; started Feb. 2.
Baister's (shoe store), three 50-

Ether Slants

Kraft-Phenix celebrated Al Johnson's return Thursday night (9) with an innovation for this program. Almost 40 of the 60 minutes were devoted to gab. There was lots of it at the opening of the program, 22 minutes of it via the enactment of a sketch by Ida M. Tarbell, "The Man That Knew Lincoln," while eight more minutes of dialog were given to cueing in Johnson's "Ridin' to Heaven on a Mule from 'Wonder Bar.' When Johnson wasn't there for lip service the mike was Deems Taylor's in the role of m.c. Paul Whitman managed to squeeze in with an ear-ticking rendition of "Park Avenue Fantasy."

No doubt about the occasion's being Johnson's. As a commemoration of Lincoln's birthday the windy dramatic piece may have been fitting, but it could have been saved for the same agency's Rudy Vallee-Fleischmann whirligig and the time devoted to it on the Kraft program reserved for more of the Johnson stuff that really sells, his warbling. Perhaps the Thompson agency mis-shuffled scripts and at the last minute found that it had the "Civil Central Life Insurance Co.'s Civil War" marathon mixed with the Kraft show.

Johnson did well enough by the acting of the storekeeper role in the Tarbell piece and the cueing into the "Mule" smooth piece of fantasy conception; Johnson's voicing of the lyric itself, however, was not as effective as the rendition heard on the disk. Sound recording had dubbed from the "Wonder Bar" soundtrack.

NBC gives Jan Garber a terrific billing on the West Coast program Sunday afternoons. Calling anybody the "Idol of the airwaves" takes in a lot of territory. Garber's music is taken, of course, sounding not a little like the Guy Lombardo school.

Pauline Alpert on WOR Sunday afternoons reels off a nifty 15-minute program. She knows how to pick her stuff, culling the best from musical shows, past and current.

Fifteen minutes of straight piano-ology isn't at all drowsome under the Alpert touch.

word spots per week; started Feb. 6. KOMO.
Bon Marche (dept. store), two spots, Feb. 14. KOMO.
Washington Taxpayers' Assn., series of political talks and announcements over KOMO and KJR, between Feb. 23-27.
Strong Laboratories, 13 announcements between Feb. 12-26. KJR.
Van Dym Chocolate shop, two announcements, Feb. 11. KJR.

WINSTON-SALEM, N. C.

Quality Bakery, renewed the Three Bells for one month, appearing four times each week in half hour program. Placed locally. WSIS.
Davis, Inc., Department Store, 100-word spot announcements daily for one month. Placed locally. WSIS.

CANTON, O.

Pittsburgh Sun Telegraph, 15 minutes, Thursday 8:30, Club Car, transcription. WHBC.
HyperSpeed Oil Co., 15 minutes, daily except Sunday, 6:30, transcription. WHBC.

—LEE SIMS AND LOU MAY BAILEY—

EXCLUSIVE MANAGEMENT

of

ROMM, MEYERS, BESTRY & SCHEUING

PARAMOUNT BLDG., NEW YORK

Personal Direction of

EDWIN W. SCHEUING

Current Week—FOX, BROOKLYN

Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

NBC
(State)
WJZ-WEAF

60 Rockefeller Center
Circle 7-5800

M. H. Aylesworth, President.
Richard G. Patterson, Jr., Executive V.-P.
A. L. Ashby, V.-P. and Gen. Mgr.
George Engle, V.-P. on Artists' Service.
John P. Royal, V.-P. on Programs.
Roy C. Witman, V.-P. on East Div. Sales.
Mark Mason, V.-P. on Public Relations.
Mark Mason, Treasurer.

Leslie MacConnell, Secretary.
Alfred E. Morton, Bus. Mgr., Program Dept.

Lloyd Thomas, Mgr., Local Sales.
W. C. Roux, Mgr., Local Sales Promotion.
H. P. Kelly, Asst. Auditor.
C. W. Horn, Gen. Mgr., Agricultural Div.
J. deJara Almondo, Evening Operations.
Bartha Brainerd, Program Mgr.
C. W. Payne, Operations.
C. W. Teicher, Asst. to Pres.

Department Heads

Donald G. Shaw, Eastern Sales Mgr.
Thos. H. Bellino, Music Library.
W. D. Blochman, Purchasing Agent.
John R. Carlson, Service Supervisor.
O. B. Hanson, Mgr., Plant Operation and Engineering Dept.
Ruth Keeler, Personnel Supervisor.
Donald Withycomb, Mgr., Etc. Relations.
Paul P. Feter, Mgr., Statistical Dept.
G. W. Johnstone, Mgr., Press Relations Dept.

Harold Kemp, Service Popular Talent.
D. S. Tuthill, Sales Mgr., Artists' Service.
Quinton Adams, Office Mgr.
E. P. H. James, Sales Promotion Mgr.
E. G. Rubin, Eastern Service Mgr.
Mrs. Frances Rockefeller King, Mgr., private entertainment.

CBS

(Station WABC)

485 Madison Ave.
Wickham 2-2000

William S. Paley, President.
Edward Kleiber, Executive V.-P.
Sam Pickard, V.-P.
Hugh Kendall Bell, V.-P. in Charge of Sales.
Lawrence W. Lowman, V.-P. on Operations and Secretary.
M. R. Runyon, Treasurer.
Karl Kulp, Sales Mgr.
William E. Bughan, Asst. Sales Mgr.
Julius Field, Comm. Program Dir.
Julius S. Seaborn, Program Operations.
E. J. Gude, Publicity.
Edwin E. Cohen, Technical Dir.

Paul White, News Broadcasting.
Paul W. Keston, Sales Promotion.
John J. Karas, Research.
W. M. C. Gettinger, Sales Development.
John S. Carlisle, Production Mgr.
Julius P. White, Education Dir.
Julius Matfield, Music Library.
Hugh Cowan, Commercial Engineer.
Marion R. Farnsworth, Dramatic Dir.
Ralph J. Wonders, Mgr., Artists' Bureau.
Peter De Lima, Mgr. of Contracts.
Paul Rose, Mgr., Personal Bookings.

WOR

Bambs Broadcasting Service.
140 Broadway
Pennsylvania 6-5358

Alfred J. McCook, Station Mgr.
A. A. Cornier, Sales Mgr.
Walter J. Noy, Asst. Sales Mgr.
Lewis Reid, Program Mgr.
George Shackley, Musical Dir.
Robert J. Wilcox, Program Dir.
J. R. Poppels, Chief Engineer.

WI

American Radio News Corp.
114 E. 58th St.
Eldorado 6-1100

Bradley Kelly, Station Mgr.
A. Dineale, Production Mgr.
Bernard Levitov, Musical George Wieda, Pres.

WMCA

Licenses, Knickerbocker Broadcasting Corp.
Donald Flamm, Pres.
Operated by Federal Broadcasting Corp.
Broadway at 53d St.
Columbus 5-3300

John T. Adams, Pres.
Talbot O. Freeman, in charge of Commercial Dept.
C. Ryan, Jr., V.-P.
James K. Norris, Treasurer.
J. A. Adams, Executive Asst. to Pres.
Harry Carlson, Program Dir.
Jack Ricker, Production Mgr.
Robert Hood Bowers, Musical Dir.
Charles Martin, Dramatic Dir.
Harry Pascoe, Continuity Dir.
Frank Hennig, Asst. Artistic Bureau.
Robert S. Wood, Dir. Public Relations.
Franz Marx, Chief Engineer.

WLWL

Universal Broadcasting Corp.
415 W. 50th St.
Columbus 5-7030

H. P. Riley, Dir.
E. F. Kiernan, Business Mgr.
R. W. Burke, Sales Mgr.
George O'Brien, Program Dir.
R. W. Ford, Musical Dir.
Joseph Deppa, Chief Engineer.

Chicago

NBC

Merchandise Mart
Superior 5300

(Stations WENR-WMAQ)

Niles Trammel, V.-P. in charge.
Sam Kasey, Asst. to V.-P.
F. G. Parker, Asst. Gen. Mgr.
Fred Weber, Station Relations Mgr.
John Whalley, Office Mgr.
Roy Shield, Chief Musical Dir.
C. L. Menner, Production Dir.
Sidney Strots, Program Mgr.
Alex Robb, Asst. Program Mgr.
Sidney Strots, Artists Mgr.
Willie Cooper, Continuity Dir.
Frank Mullen, Dir. of Agriculture.
Judith Waller, Educational Dir.
Kenneth Carpenter, Sales Mgr.
Bill Ray, Local Sales Mgr.
E. B. Shurman, Sales Service Mgr.
E. C. Carlson, Sales Promotion Mgr.
Howard Laughey, Chief Engineer.
M. W. Hite, Chief Field Engineer.
E. B. Donges, Maintenance Mgr.
Ben Pratt, Public Relations Counsel.
Al Williamson, Publicity Mgr.

CBS

Wrigley Bldg.
Whitehall 6000

(Station WBBM)

H. Leslie Atlas, Vice-Pres. in Charge.
J. J. King, Asst. to Vice-Pres.
Leonard Erikson, Western Sales Mgr.
J. Kelly Smith, WBBM Sales Mgr.
Bob Stephenson, WBBM Asst. Sales Mgr.
Richard Eppers, Sales Research Dir.
Walter Preston, Program Director.
Doris Owen, Program Operations Mgr.
Hollander Engle, Asst. to Program Director.
Ray Appleby, Dramatic Prod. Mgr.
Don Bernard, Music Prod. Mgr.
Howard Kagan, Music Dir.
Henry Klein, Continuity Editor.
Bob Kaufman, Chief Engineer.
Frank Falkner, Publicity Mgr.
Ray Black, News Service Mgr.
Arthur Warner, Community Concert Mgr.
McClure Bellows, Columbia Concert Mgr.

KYW

Strauss Bldg.
Wabash 4040

Homer Hogan, Gen. Mgr.
Parker Wheatley, Production Mgr.
Harold E. Bean, Asst. Production Mgr.
Ray Maupis, Musical Director.
H. E. Randall, Chief Engineer.
Umer Turner, Publicity Dir.

WCFL

Furniture Mart
Delaware 9000

John Fitzpatrick, President.
Edward N. Rockes, Gen. Mgr.
Franklin Landquist, Bus. Mgr.
Maurice Lynch, Asst. Sales Mgr.
Howard Kagan, Production Dir.
Eddie Hanson, Musical Dir.
Howard Kagan, Chief Announcer.
Maynard Marquardt, Chief Engineer.

WJJD

Lake and Wells
State 5468

Ralph Atlas, Gen. Mgr.
Art Linick, Commercial Mgr.
Joe Allabach, Chief Announcer.

Chicago Ad Agencies

Radio Execs (Associated with the Show or Performance End of Radio).
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410 North Michigan Ave.
J. H. North.
F. G. Ibbett.

N. W. Ayer
164 W. Jackson Blvd.
Nason McGuire.

Batten, Barton, Durstine & Osborn
221 N. La Salle St.
George May.

Iackett-Sample-Hummert
221 N. La Salle St.
Edward Aleshire.
N. H. Peterson.

Critchfield
8 S. Michigan Ave.
Frank Steele.

Oremus & Company
208 S. La Salle St.
H. Henderson.

in, Wasey & Co.
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William Weddell.

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Strauss Bldg.
Carl Fredericks.

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Larry Triggs.

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Henry Sellinger.

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307 N. Michigan Ave.
H. L. Weller.

McCann-Erickson
510 S. Michigan Ave.
Raymond Atwood.

Hays McFarland
583 N. Michigan Ave.
Nate Caldwell.

McJunkin
223 N. La Salle St.
Gordon Best.

Roche, Williams & Cunningham, Inc.
Strauss Bldg.
William Roche.

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360 N. Michigan Ave.
Frank Steele.

Stack-Goble
8 S. Michigan Ave.
Ralph Goble.

J. Walter Thompson
410 N. Michigan Ave.
Thomas Luckenbill.

U. S. Advertising
612 N. Michigan Ave.
George Enzinger.

WLS
1230 W. Washington
Haymarket 7000

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Glen Snyder, Gen. Mgr.
George Biggar, Program Mgr.
D. R. McDonald, Asst. Mgr.
Tom Rowe, Chief Engineer.
Clementine Legg, Artists Mgr.
Hal O'Halloran, Chief Announcer.
Julian Bentley, Publicity Dir.

WGN
Drake Hotel
Superior 9100

W. E. Macfarlane, Gen. Mgr.
Quin Ryan, Station Mgr.
George Isaac, Commercial Mgr.
Edward Barry, Production Mgr.
Adolph Dumont, Musical Dir.
Carl Myers, Chief Engineer.
Frank Schreier, Publicity Dir.

WGCS
128 N. Crawford
Van Buren 9000

Gene Dray, Station Mgr.
Charles Langhaar, Production Mgr.
Joseph Brubaker, Chief Engineer.
John Van, Musical Director.
Doc Creamer, Chief Announcer.

WI
203 North Wells
State 5468

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Frank Marrow, Program Director.
John Muri, Musical Director.
J. McMurray, Chief Engineer.
Art Jones, Chief Announcer.

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J. Walter Thompson-Tom Luckenbill.
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McJunkin-Frank Ring.
Oremus-George May.
Iackett-Sample-Hummert.
Henri Hurst-McDonald-Art Decker.
Hays McFarland-Nate Caldwell.

Los Angeles

KHJ

(Columbia Don Lee Broadcasting
1076 Wilshire Blvd.
Vanduyke 7111

Don Lee, President.
C. Elsworth Wylie, Gen. Mgr.
Raymond Falge, Musical Director.
Paul Rickenbacher, Production Mgr.
Kenneth Niles, Asst. Prod. Mgr.
Herbert Witherspoon, Traffic Mgr.
Arthur J. Kemp, Asst. Adv. Mgr. (KHJ)
Les Weinroth, publicity.
Thomas Lee Artists' Bureau, Ted Braun, mgr.

(NBC outlets)
Earle C. Anthony, Inc.
1000 So. Hope Street
Richmond 2111

Earle C. Anthony, President.
Arthur Kales, V.-P. and Gen. Mgr.
Glen Dolberg, Program Dir.

KFWB

Warner Bros. Pictures Corp.
Warner Theatre Bldg.
Hollywood 6815

Gerald King, Gen. Mgr.
Chester Mittenand, Commercial Mgr.
Jack Joy, Program Dir.
Johnnie Murray, Charge Vaude Programs.
Ray Van Rube, Charge Drama Prod.
Lee Hewett, Chief Engineer.
Frank Murray, Musical Engineer.
George Fischer, Publicity.

Western Broadcasting Co.
Paramount Studios, Hollywood
Hempstead 4161

Guy C. Earl, Jr., President.
Naylor Rogers, V.-P. and Gen. Mgr.
Carl E. Nielsen, Commercial Mgr.
Kenneth C. Orniston, Technical Director.
Drury Lang, Program Mgr.
Wilbur Hatch, Musical Dir.
Dave Ballou, Publicity.

KMPC

(Beverly Hills)
McMillan Petroleum Corp.
5631 Wilshire Blvd.
Creative 2102

Jack Kiefer, gen. mgr.
Velva Darling, publicity.
Chauncey Haines, musical director.
Forrest Barnes, program mgr.
John McIntyre, traffic and production mgr.

KMTR

KMTR Radio Corp.
915 No. Furman, Hollywood
Hillside 1101

Reed E. Callister, President.
Gus Mack, Gen. Mgr.
Van C. Newkirk, Prod. Mgr.
Salvatore Santalucia, Musical Dir.

KGFJ

1411 So. Figueroa Street
Prospect 7180

Ben S. McGilchrist, owner.
Duke Hancock, Mgr.
Firebird Broadcasting Co.

KKKD

541 South Spring Street
Madison 1716

Frank Doherty, President.
V. S. Foster, Gen. Mgr.
Del Lyon, Sales Mgr.

KTM
Pickwick Broadcasting Co.
214 Vermont
Exposition 134

Charles Wren, Pres.
George Martinson, Manager.
C. B. Juneau, Production Mgr.

KFAC-FVFD
Los Angeles Broadcasting Co.
643 Mariposa Ave.
Fitzroy 1231

L. Cord, President.
George Moskovich, Gen. Mgr.

San Francisco

NBC
(Stations KGO-KFO-KYA)

Western Division
111 Sutter St.
Sutter 1020

Don E. Mgr. V. and Wastes

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Low Frost, Prog. Dir.
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William Andrews, Sales Mgr.
Cecil Underwood, Prod. Mgr.
Roy Probbingsham, Sales Promotion Mgr.
Meredith Whitman, Musical Dir.

KYA
988 Market St.
Prospect 8458

Edward McCallum, Station Mgr.
Lynn Church, Prog. Dir.
Harry Bechtel, Chief Announcer.

KFRC
(Don Lee-Columbia outlet)
1000 Van Ness Ave.
Prospect 4100

Fred Pabst, Don Lee Gen. Mgr.
Harold Hollingsworth, Station Mgr.
William Wright, Production Mgr.
Arthur Kemp, Sales Mgr.
Al Cormack, Technical Dir.
Claude Sweeten, Musical Dir.

KTAB
115 O'Farrell St.
Garfield 4700

M. E. Roberts, Mgr.
Frank X. Galvin, Prog. Dir.

BUTLER AT WDAY
Fargo, N. D., Feb. 12.

Howard J. Butler, known in eastern show biz as last formerly with WMCA, New York, is program director of WDAY, Fargo.

One of Butler's main stunts at WDAY is a "Little Show Boat" program using 50 kids every Saturday morning.

ANSON WEEKS

AND HIS BAND AND ENTERTAINERS

HEADLI

SECOND WEEK

LOEW'S STATE

LOS ANGELES

SYDNEY MANN

THE GIRL WITH THE VIOLIN VOICE

CUNARD HOUR

WJZ 10 to 10.30 P. M.

Every Tuesday

LEO ZOLLO

AND HIS MUSIC

Monday-5-5:30 P. M., NBC

Saturday-5:15-5:45 P. M., NBC

Playing Nightly

BENJAMIN FRANKLIN HOTEL

Philadelphia

PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.
WGN, Chicago, Daily
130-145 P. M. CST



John Barker's unusual radio personality has endeared him to the heart of every WLW listener. His performances are perfect in every detail.

JOHN BARKER

Baritone
WLW Staff Artist

John Barker made his initial appearance on the New York stage thirteen years ago in Ziegfeld's "Sally", singing the juvenile lead, with Marilyn Miller and Leon Errol. Next, the juvenile lead in "Up She Goes"; 86 weeks with the original company in "No, No Nanette". He has also appeared in "Cocoanuts", "Follow Through", and sang "Dancing in the Dark", the hit tune of the "Band Wagon." Featured in the opera "The Love Call." His last stage appearance was with "Face the Music." He has sung frequently as a guest artist with the Cleveland Symphony Orchestra under the direction of Nikolai Sokoloff.

Mr. Barker is available to advertisers whose programs originate in the home studios of WLW.

From the sound of footsteps to a symphony orchestra . . .



talent and production facilities cover the gamut of radio entertainment . . .

RADIO CHATTER

New York

WNEW is organizing a mixed chorus of 16 voices which Don Clark believes is the only one of its kind attached to a regional station with the exception of WOL in Chicago.

May Spritz, known as leepy Time Lady on WINS, will do a kid program for WNEW. Other talent for the new Blaw station will include Bob Emery, Howard Phillips, Illi Farran.

Two Newark sponsors, Malls and Jordan's, have two separate morning programs over WNEW with the same act, Uncle Pete the dog. Pat and Louise sponsored once by Jordan's, Newark, and once sustaining have two 15-minute a. m. sessions over WNEW. Hillbilly duo sells a 50-cent book.

Phil Baker got in Saturday (10) for a six-week stay.

Victor Young comes off the Pond's cream show (NBC) in two weeks.

Donald Novis is set for guesting with the Inana Troubadours Feb. 31.

Carl Layton and the Crooning Playboys doing a Saturday-matinee series over WFAS. Same outfit has moved to WFAT. Tupper Jones play reviewer, to a Sunday evening spot.

Sydney Mann has wound up a 13-week run for the Cunard Line on WJZ.

Bey Ambrose, from London's Mayfair hostelry, will guest-conduct the Paul Whiteman concert at the Biltmore this Sunday (18).

CBS Artists Bureau has framed a dance unit around Miss America, 1933 (Marion Bergeron) to Baton. The combination unveils March 4 in the Raritan ballroom, Perth Amboy, N. J.

Jeannine Lang plays the RKO White Plains this Saturday (17).

Harry Horlick has a P's okay to audition for other commercials. Jacques Fray and Mario raggiotti recording for Victor.

Landi Trio and White breaking in a new vaude act at Newburgh.

Chicago

Al and Pete on a three-a-week run for Olson Rug company on WBBM.

Gene and Charlie plugging for Willard tablet on WBBM.

Country Washburns are expectant. J. C. Stein sticking close to home waiting the announcement of the new arrival at New York.

June Ray, wife of pianist John Brown of WLS, due back in town after a session with the Don Bestor club.

Ben Paley now day program supervisor and Truman Bradley night program overseer for CBS here.

Cadets on the Sendal program on WBBM.

Al and Pete doubling from the mule for some B. & K. vaude acts.

Hal Burnett of CBS was there's lone representative at the press agents' meeting.

Boston

For the first time in several years Boston air audiences are having local opera broadcast. Station WNAO is airing several performances of the New Boston Opera company direct from the stage of opera house.

Sam Ross, NBC Artists' Service manager in New England for the past 19 months, has been named head of the Associated Booking division, a newly created branch of NBC Artist at New York. His appointment is effective at once.

For the first time microphones have been installed in a lecture hall at Harvard University. WNAO is broadcasting a series of lectures by members of the faculty direct from the Cambridge campus.

Mal McCormack, WBSZ announcer of the Musical Club early morning program on a single day last week received 1,037 letters from listeners. It was an all-time record for an act on the station.

For the first time a station statistician such response could prove something or other. But Mac says it simply means 'I have a lot of fellow-sufferers when I fumble through the darkness of another dawn to squelch a bleeding alarm clock.'

Born of Persian nobility and a former colonel in the Imperial Guard of the Russian Czar, Prince Irakly C. Toumanoff, who now raises turkeys on his New Hampshire farm, discussed the subject of the American table bird in a talk over WBZ the other day.

Don Rogers, local songbird, auditioned for WNAO's Linus Travers the other afternoon with much success.

East

WOKO Players, Albany, were loudly praised for their presentation of the life-story of Theodore Roosevelt with Harold S. Cole admirably enacting the role.

Joan Lee, Albany WOKO blues singer, isn't any relative of Johnny Lee, announcer.

WESG, Elmira, received 10,000 fan letters in eight months and Gladys Emmons had the job of opening all of them.

Edward L. 'Money' Monros is singing over WESG, Elmira, on a new program sponsored by an optimistic association.

Staff members of WESG, Elmira, staged a radio adaptation of 'Gold Diggers of 1933,' with Norma Warren, Dot Allen, Pat Kilpatrick, Bee Kent last Thursday over WBAL, Baltimore, when lyceum engagement took latter out-of-town.

Helen Dayle, show-shopper for WBSW, Pittsburgh, corralled Beverly West in an interview last week while Glenn Riegs, KDKA, handed Amos 'N' Andy.

Adelyn Breckin, curator of plants at the University of Maryland, was interviewed by WBSW, Baltimore, during past week's play descriptions of more than 1,500 varied sports events over WCBM, Baltimore.

Amos 'N' Andy doing their daily broadcasts this week from a room rigged up backstage at the Penn, Pittsburgh.

Commandant of Rogers-Flying Fields, Pittsburgh, doing a weekly series of air adventure stories over WBSW. Sponsored by 28th Division, A.E.F.

Elder Charles Beck, hymn-sungster colored evangelist over WBSW, Pittsburgh, booked to April 1 for extended personal appearances.

Wedding bells expected to ring out by May 1 for Pat Haley, singing-ukulester over KDKA, Pittsburgh. Mother of Mae Quastel, visiting her sister in Pittsburgh, had a bag containing \$150 worth of clothes stolen.

Mr. and Mrs. Joe Cappa (Frances Knight), nite club performers in Pittsburgh, made their air debut over WWSW last night.

Harry Savoy and Lulu McConnell, on the vaude bill at the Hipp, teamed and aired over WFSB, Baltimore.

John Fogarty is the latest radio artist to top the vaude bill at the Ritz in Newburgh, N. Y.

Mid-West

KOIL-KFAB Omaha studios added another remote for broadcast of Military theatre organ over KOIL-KFOR-KFAB chain. Daily except Sunday with Eddie Butler at console.

Kay Nichols fills the gap as blues singer left by departure of Ann Neuman from WOW.

Al Namen arranging Kate Smith's broadcast with Kidder Star review, holding out Brandeis currently.

Byron Thorpe, Ken Golden, Eddie Butler, Radio Bacon, Evelyn Clough, Mary Jane France programming for a Westminster young people's band.

Larry Shopen, chief announcer at WAAW, Omaha Graft Exchange, since departure of Gordon Berquist for KMOX, severed connection with the organization to take more attractive offer in town. His work for present being shared by Ralph Trotter and Milo Utterback, awaiting official decision on revised set-up.

WOWO, Fort Wayne, has removed all of its request features from Breakfast club and Housewife hour, and continued entirely to Joe Reiling's 4:30 program now on associated station WGL.

Wally Nehrling formerly WBSB, South Bend, has joined WOWO in Fort Wayne as announcer. Been in the radio biz for past four years.

Charlie Flagler, who rotates between WOC-WHO and KBO, Des Moines, again in charge of his Sat. morning radio show at the Regal theatre for KSO. 'Dutch' Schmidt co-operating.

Auto Josephine Baumgartner, WOC-WHO, Des Moines, publishes 'Round the Town' radio and theatre mag.

Jackie Merkle, kid psychic, left the town still gaping for KWCR, Cedar Rapids, after a tremendous week at KSD, Des Moines.

WOC-WHO, Des Moines, will run a special week from Davenport for the reunion of the original 'four horsemen' March 2. Celebration honoring Elmer Layden and will be the second reunion of the quartette in about 10 years. The other three pigskin-toters, Jim Crowley, Harry Stuhldreier and Doc Miller also top-notch mentors now.

Morton Downey in interview over KSO, Des Moines, while at RKO Orpheum, said the Downeys are expecting their visit from Dr. Stork.

WOC-WHO, Des Moines, has a four-hour Sat. nite Barn Dance Frolic, starting for 1 hour last fall, now running three hours and has seven sponsors. Mail count from 5,000 to 10,000 letters weekly. Hillbilly type.

South

Elise Cortese, radio singer with Fantasyland in Florida and North Carolina stations, was guest soloist for the Carolina Playmakers, at the University of North Carolina, in the recent production of the Gilbert and Sullivan opera, 'Princess Ida.' She sang the lead.

Wax programs with Irene Castle are being presented over WSOO, Charlotte, N. C., for Edna's department store.

Wayde Brown, WBT, Charlotte, N. C., claims the oldest pianist on radio is playing for him. She is Mrs. A. B. Homesley, 87 years of age.

Grady Cole's sports review, WBT, Charlotte, N. C., changed from 6:30 to 7:30 o'clock.

Ted Doollittle broadcasts over WBT, Charlotte, N. C., for Atwater Kent, under the local sponsorship of Glasgow Wilson, southern distributor. Doollittle came to Charlotte to get married. He was formerly with Amalgamated in New York.

Because, during a recent interview, WBT's mystery singer, 'Philco Phil,' said that he was born in Hongkong, China, several hundred radio listeners in Charlotte have decided that he is a Chinaman, which he is not!

Lee Everett, program manager for WBT, drew praise from Charlotte, N. C., newspaper critics for his performance as Osborne in 'Journey's End' for the Charlotte Little Theatre.

Al Garr, WBT soloist, recently had a narrow escape while flying a plane. After completing about 70 hours in the air the ship started to stall. Garr calmly navigated the plane into a field and escaped with only a slight burn on his wrist.

King's Men quartet is new over KQOO, Tulsa, Oklahoma. The group, sponsored by Spaulding's Clothiers.

Girl of the Morning, sustaining on KVOO, Tulsa, suspended after more than a year, will be succeeded by the Breakfast Club orchestra, featuring Dick Teala.

Zandra, psychologist, now appearing over radio station KVOO, Tulsa, every week day morning at 8:45.

Bob Willis and his Texas playboys began engagement with WKY, Oklahoma City, Tuesday. Willis will be heard at 7:15 a. m. and 1 o'clock in the afternoon every week day except Friday and Saturday.

Members of the band on Bob Bill June Whalin, Cane Landford, Kermit Whalin, Don Ivie, John Lee Willis, Tommie Duncan and Everett Stiller, master of ceremonies.

City manager, will hear his latest song composition, 'You Bring the Ducks,' over the air very soon.

Philo Harris, singer for WBSB, hobbling around Winston-Salem, N. C., with a cane due to an ingrowing toenail.

Jeau Gordon, husky throated singer on WBSB in Winston-Salem, N. C., causes plenty of trouble to the control man. Her voice is so low control have to be shifted to the piano down.

George Walker, operator for WBSB in Winston-Salem, N. C., is wrestling tan.

Alvin Gottschall new salesman for WBSB, New Orleans. Ernest D'Arcy new on engineering staff.

WBSB, New Orleans, arranging to add remote pick-ups on Mardi Gras to NBC.

Lou Forbes orchestra percolates over WBSB, New Orleans, from the suburbs. Where Dick Mackie just ended.

WLAC, Nashville, moved out of old quarters which have given service for several years into new quarters. J. T. Ward, as vice president, is in charge of the executive department while Miss Lola Nance is secretary. E. G. Goswell, Jr., production manager, in charge of program department. A special room for announcers and artists is presided over by Herman Grissard and Ted Orttus; the commercial department contains desks of Roger W. Sweet, Odell Ward, and Herbert Jordan. The library is under the supervision of Gladys Conity writer.

Bob Cason and Mary Elizabeth Hicks alternate host and hostess in the reception room.

Frankie Torch singing for WLAC, Nashville, accompanied by Mary Elizabeth Hicks at the piano.

Leon Cole presenting a new series of organ recitals for WSM, daily from Loew's theatre, Nashville.

Joseph MacPherson, for six years bass baritone of the Metropolitan Opera, is leaving the staff of WSM, Nashville.

Alva Lowe, teacher and singer, will begin a bi-weekly series of presentations over WWSN, Asheville, N. C., starting Feb. 13.

Four-hour broadcasts of WWSN locally in years past, but has not appeared regularly for the last three years. Programs will feature one of his pupils in addition to himself.

Robert Roberts, concert pianist, has been engaged by station WWSN, Asheville, and will be heard every Wednesday evening at 8:30 o'clock.

Four-hour broadcasts of WWSN caused a short in wires at the plant of KTAT, Fort Worth, throwing the entire station out of commission for several hours.

Mrs. Hugh Bradford, president of

the National Congress of Parents and Teachers, has inaugurated a series of 12 weekly talks over WWSN, Asheville, N. C.

Twenty-five members of Collage Park Music Club send individual endorsements of 'Lucky Strike' grand opera broadcasts as transmitted by WBSB, Atlanta.

Delmore Brothers, Alton and Rabon, have been recalled by Victor for records.

Renato Arturo di Filippi, concert and operatic tenor, spent last summer at Asheville, N. C. He has wide following in Western North Carolina on his NBC network broadcasts presented to the Carolinians through WWSN, Asheville, N. C.

A statistical survey of the 1933 programs over WWSN, Asheville, N. C., being completed by G. O. Shepherd, station director, shows that WWSN averaged 41 programs a day during the past year, with a schedule ranging from 16 to 18.

Dewey Long and Hubert Hitch at WBT, Charlotte, N. C.

A program designed especially for the youngsters with grown up appeal will be presented by WSM each Tuesday and Friday at 5:15 P. M. beginning February 6. A Robin Hood Kiddie Club will be organized and a theatre party will be given after the series progresses somewhat.

Charlie Agnew orchestra will be heard each Sunday at 3:00 o'clock beginning February 4th.

Cystex Newspaper Advertisers was renewed by its sponsors last week for an additional 13-week period on radio station KOMA, Oklahoma City.

Lola Brown Shalen formerly with station KXW, Chicago, is in Nashville, along with her husband George Deane, for a week at 7:30 P. M. beginning February 6.

Leases White Minstrel Show on the air from WSM, Nashville, each Wednesday night at 7:30.

Series of 'The Victims Were' murder mystery presented by WSM, Nashville. Players under the direction of Madge West, to be broadcast three times each week beginning Feb. 9.

WBSB, Nashville, Sunday night frolic runs an hour from 10:30 and includes songs and Honey, Harold, Dean and Curt, the Wagonband.

Velma Dean, Betty Waggoner, Marjorie Cooney, Salt and Peanuts, and the band, including the band, Francis Craig Orchestra, Fred Rose, sell, Tiny Stowe and George D. Hay.

West

KMPC and Jack Kiefer, singer, named in a wage complaint filed with the Cal. Labor Commish by Chauncey Harris, Jr., a musician, demanding \$100 a week.

Fred Lane, former technician and announcer at KFRC, San Francisco, is now in the same spot at KMTR, Hollywood, doing Harry Lauder, Ralph Forbes will do 'Julius Caesar' on a one-hour program for KMTR.

New control man, Al Henderson, at KOL, Seattle.

Five thousand kid members of the KOL, Seattle, Captain Kris club, riding for bells, balls, and bicycles in contest, to be run by milk company sponsor, via air.

Gail Taylor and the Grace Frankel-Gruterdie Lyne piano team off the Pacific coast for KOL, Seattle.

Harold Frey doubling from the Wheatnerville sketch on NBC, Frisco, to KTAB, where he is doing the comedy sketch on NBC, Frisco.

KTAT, San Francisco, opened penthouse studios in Oakland this week, installing new control room equipment.

Hicks by Sherwood runton, four of the KJBS staff, San Francisco, in Los Angeles to attend the annual Willard battery convention.

Jessel Off Air, Vacash

After his next two Tuesday nite broadcasts on CBS George Jessel announced he has other chores for a Florida vacash.

He'll sojourn south for weeks, instead of flying back and forth as he's been doing.

Provident's Discs

Provident Mutual Life Insurance goes disc for a four-week test over five stations late this month. Idea was sold by Sam Lewis, former insurance editor of the Hearst news service chain.

World Broadcasting will handle show and placing of station time.

Buick in Reverse

Buick isn't renewing for its two quarter-hour shows weekly on CBS, which means the series winds up Thursday (22). Program consists of Howard Marsh and a studio instrumental and choral unit under Andre Kostelanec.

Expiration date will make it nine weeks for the present Buick series.

BETTER FOREIGN TRADE

Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly. In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABO, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from "Radio Log" compiled by Accurate Report Service.

title	WEAF WJZ WABC	WOR WMCA	Total
'Let's Fall in Love'.....	28		44
'Carolina'.....	27		38
'Temptation'.....	27		27
'Old Spinning Wheel'.....	12		12
'How Another Log On the Fire'.....	15		15
'Our Big Love Scene'.....		24	24
'We'll Make Hay While Sun Shines'.....		23	23
'You Have Taken My Heart'.....		23	23
'Everything I Have Is Yours'.....		23	23
'Piggy Went to the Market'.....		23	23
'In a Shelter From a Shower'.....		23	23
'Coffee in the Morning'.....		23	23
'In the Valley of Yesterday'.....		23	23
'Smoke Gets Into Your Eyes'.....		23	23

INTERNATIONAL AIMS OF MPPA

Argenti Opens Up New Trend for Co-operative Action by All Publishers Get Maximum Performing Rights Abroad Through Own Ass'n's

NOW HIT OR MISS

John G. Aine, chairman of the Music Publishers Association, will get together and organize central units in foreign countries. Through these collective enterprises the American publishers would not only do their own printing and exporting, but they would retain 100% of the performing and mechanical rights that go with the ownership of a copyright. Forerunner to this international string of American publisher controlled co-operatives is the plan that the MPPA has under discussion for Argentina.

With the new Argentine copyright law providing for the first time protection for a musical work, it is the MPPA's idea to establish American publishers in the South American country on a co-operative basis. A centralized organization would take care of all the printing, all the exploiting, all the distributing and all collections having to do with mechanical and performance rights.

Fi Ling Out

Before proceeding with the organization of the Argentine proposition the MPPA proposes to retain Edward Murphy, of the Vinton Corp., to study the Argentine music situation on the home grounds and report back on how the co-operative could be most economically launched. Cost of Murphy's inquiry is estimated at \$2,000 while the expense of putting the project into operation, it is figured, will come to around \$15,000. Argentina will not be the first organized on a co-operative basis by members of the MPPA—Music Dealers Service, Inc., which functions along co-operative was financed by 12 publishers each putting up \$1,000.

It is Paine's belief that the present method used by the American publishers of disposing of foreign publication and other rights has become obsolete. Under this arrangement the American publisher is content to let his work go at whatever advance he can get and depend for the balance of income from it on the diligence, honesty and talent of his foreign agent. With his own co-operatives established in these countries the American publisher would not only be in a position to exploit his own work to all that it is worth, but lay claim to all the mechanical and performance rights too.

Whiteman Cincy Symph Guest Conductor

Paul Whiteman will conduct the Cincinnati Symphony orchestra in that town the night of March 8. His second invitation to this sort within the past year. Last summer Whiteman was guest conductor of the performance of the New York Philharmonic in the Lewisohn Stadium. For the Cincy affair he'll take along a couple of his instrumental soloists.

COL'S FOREIGN DISCS

Chicago, Feb. 12. Foreign sales manager in the east for Columbia phonograph, in town watching some new recordings. Turning out a flock of Lithuanian, Polish, Italian and Mexican.

Edward B. Marks' Autobiography Colorful History of Pop Music

HAMBURG LOSES

Theatre Held Not Hand Injury for

Toronto, Feb. 12. Clement Hambourg, noted pianist, lost his case for \$3,000 damages arising from injuries to his hands when the lens of a spotlight fell on him during a rehearsal in the Eaton Auditorium. Court of Appeals found that Hambourg had the right to use the theatre for rehearsals only if he took the premises as he found.

Reversing the previous judgment of Mr. Justice McEwen in favor of the pianist, the court ruled that the trial judge erred in finding that the theatre owners ought to have known that the lens was liable to crack, and that there was a lack of inspection and negligence in failing to provide a shield that would catch falling glass.

74% TAXES STOP GERMAN TOUR FOR BAND

London, Feb. 3.

On applying for permission to tour Germany with his band, Jack Hylton's agent has been told that 74% of the gross takings would have to go to the national fund for unemployed German musicians. Then the German Ministry of Propaganda sent word to Hylton's agent the proposed tour carried with a provision that 25% of the gross takings would have to go to the national fund for unemployed German musicians.

There is in addition, the usual 3% luxury tax; 15% income tax; 2% poor law tax, and 8% to the Society of Authors and Composers, not to mention 21% entertainment tax, leaving just 26% of the gross for the band, which would have to pay its personnel, hall rent, traveling, etc. Tour off.

Immediately this was made public the director of the Paris Opera announced he proposed to tax Dr. Furtwangler, who is a prominent member of the program committee, which exercises control over the music and vaudeville of Germany, for the same percentage of the gross of his four concerts in Paris, the proceeds to go to the French unemployed musicians.

5c Folio Out Feb. 15

St nickel folio of song lyrics will be issued Feb. 15 by the pop men as represented in the Music Publishers Protective Assoc. Folio idea, which the trade has adopted primarily as a means of suppressing the bootleg lyric sheet, will be tied out "several points across the country." First cutoff will be 20c. 10c and if the thing clicks other folio collections will immediately be printed and the distribution spread out over every state in the union.

Through the towns selected for the experiment the publishers hope to find out (1) the public reaction to the format of the lyric books, (2) the effect the folios have on the bootleg trade and (3) whether the folio can be used to stimulate the sale of sheet music. Folios will be printed through music stores and newsstands with the latter depending upon to employ such pressure as will eliminate the bootleg peddler as a competitor.

Music trade also figures that the folio competition will cut deep enough into the bootleg source as to make that product an unprofitable piece of merchandise all concern.

Edward B. Marks' autobiography, "They All Sang" (From Tony Pastor to Rudy Vallee), is more than a book of memoirs. It's a cavalcade of American show business for 40 years which is the occasion for the authorship of this volume in the veteran music publisher, on Feb. 7, 1934, Marks saw the 40th anniversary of his career in Tin Pan Alley. It's sufficiently pre-war to assess an historical value to the average student of the theatre—in or out of the profession—and with enough of a contemporary touch to be of the moment.

Marks' (in collaboration with Abbott J. Lieblin, his accredited ghost who well caught the personal keynote of the autobiography) has wisely steered clear of any political or plugging angles and made it a dispassionate, disinterested and impersonal commentary on songs, songsters and the allied professions. AK's and youngsters alike will recall much and learn more from Marks' volume (Viking, \$3.50).

During the new time he has been a salesman of yesteryear, the early travails of the variety business before it became vaudeville, and down to the present when radio's onslaught on Tin Pan Alley is detailed.

It is replete with illustrations of old handbills, photographs of old-time minstrel men and variety performers, title-pages of song publications and the like. There are several indexes and there's enough food for several books in the indexed material alone. For example, a glossary of "high life and low life of old New York," with the names, addresses and character of each establishment sent promises much. It frankly labels each café as a dancehall, saloon, roof garden, dive, gambling joint, etc.

Standouts of 40 Years. Over 1,500 song titles that "sit out in my memory" are indexed under another classifications recounting the artists who helped popularize 'em, the authors, when published, etc.

There's another glossary devoted to "famous names in history with other names less known." It's a reminder and a few facts about them—another sketchy cross-section which the author deemed too valuable to slight, even though only contingent upon the main literary burthen—that of personal memoirs of 40 years in T.P.A.

Marks and his partner Joseph W. Stern were respectively lyricist and composer and authored many famous hits including "The Little Lost Child," "December and May," "My Mother Was a Lady" (if Jack Were Only Here), et al, some of which will probably be immortal in American can. Both were salesmen originally and Marks details how they came to enter the business, especially when learning that all a hit song writer at that time may earn might be \$10, \$15 or \$25 for a composition, but the publisher's money was arranged to come out on top. Then they became publishers first and writers thereafter.

Anecdotes. Marks curtles to Frank Hardin, Bartley Costello, Robert R. Rodon and Bill McKenna as "old-time" who helped my memory. That's a tale still hangs around T.P.A. and fashions. "Casual at Lyric. He's a veteran of the late 19th century variety evolutionary period whose name figures quite prominently throughout the book.

There are anecdotes galore and incidents which will probably serve as authority for other shabby book in years to come. Marks' experience and veneration in the business qualify him highly for a book of this nature. That is, it is a highly interested and colorful tale is the move to his credit. Marks' wise firm has an arrangement with Viking the regular book publishers, to merchandise "They All Sang" exclusively to the music readers. That's a good idea as Marks will probably be able to busy to mark it his autobiography in spots where usually Viking couldn't penetrate.

Continuous Program Phonographs Key to Revival of Records

Music men see a comeback chance for the phonograph record sales in the manner whereby the Capehart automatic phonographs are selling and eclipsing the regular Victor, Brunswick and Columbia machine sales. Capehart phonograph is capable of playing a two and one-half hour disk record program without stopping and without bothering to turn over the records which this machine likewise does.

As a result, Victor which pioneered the automatic changing machine is going into it intensively and will shortly bring out a phonograph in the \$150 class. Capehart is in the \$1,000 class and more, which despite the high price, has been enjoying a large sales volume through Capehart originally intended its machines for commercial purposes—small auditoriums, ice-cream parlors, small cinemas and the like.

Sam Fox East

Hollywood, Feb. 12. Sam Fox, head of Movietone Music Corporation, is en route east after two months on the coast lining up promotional plans for new song numbers used in the three Fox musicals just completed.

After getting exploitation for those numbers set in New York, Fox goes to Europe to purchase publishing rights to a group of standard musical numbers which will be added to Movietone Music Corporation catalogue.

Music Code Up

First conference on the pop music publishers' code is expected to be fixed this week.

John G. Paine, chairman of the Music Publishers Protection Association board, meets with Payson Irwin, deputy administrator of the publishing industry, in Washington Wednesday (tomorrow) to discuss the setting of a date.

Mayer Case Feb. 19

Trial of Max Mayer's \$1,250,000 anti-trust suit against the Music Dealers Service, Inc., and some 20 publishers, affiliated with the sheet distributing combine has been postponed to Feb. 19. Judge Cady in the New York Federal court last week granted the deferment from Feb. 13 on motion by Mayer's counsel.

Irwin A. Edelman, Mayer's chief legal adviser who prepared the case, recently recovered from a serious illness and the postponement was asked so that he would have more time to go over the evidence and arguments with David Podell, whom he has retained a trial counsel.

\$50,000 DAMAGE SUIT, HYLTON-MILLS BREACH

Threatened legal breach between Jack Hylton and Irving Mills has culminated in a \$50,000 damage suit. Injunction plea filed in N. Y. Supreme Court. It's over the exclusive foreign representation by Hylton of all of Mills-Rockwell's acts on a 5% agency commission. Julian T. Abeles is representing Hylton.

Although Mills and Cab Calloway's orchestra are slated to sail for London the end of this month, the British dance maestro shipped his papers over to Attorney Abeles in New York to endeavor enjoining their sailing.

Hylton is proceeding not only against Irving Mills, but Mills Artist Bureau, Inc., Rockwell-O'Keefe, Inc., and Thomas G. Rockwell as well. Both Mills and Tommy Rockwell are currently in Hollywood, which accounted for an order to show cause and substituted service writ okayed by Justice John E. McGehean in N. Y. Saturday (10). It's returnable today (Tuesday). It permits Abeles to serve both Mills and Rockwell and their corporations by leaving papers at their offices and residences. Mills is due back this week, as he planned to sail Friday (16), a week ahead of the Calloways, who must sail Feb. 23 to open in time at the Palladium, London.

Hylton's complaint is principally against Mills, with whom he had his sole business relations, but Rockwell and the hyphenated corporations are made co-defendants for technical reasons. Mills and Rockwell had split the M-R Attractions, Inc. subsequent to Hylton's pact, but Hylton claims first call for exclusive London representation of such artists as Duke Ellington, Calloway, Ruth Etting, Ann Greenway, Mills Blue Rhythm Band and Mills Bros., which at the time were alleged deliver by Mills to Hylton.

Supreme Court papers are replete with data and evidence of the former cordial relations existing between Mills and Hylton. Mills sets forth that through a situation in which the Calloway Cotton Club orchestra was booked with George Black and Val Parnell into the Palladium, London, and away from Hylton. Mills had written and called Hylton that he hoped to amicably adjust everything when he got to London and agreed that no unfavorable steps be taken.

SUE MRS. JAN RUBINI

Los Angeles, Feb. 12. Diane Rubini, divorced wife of Jan Rubini, violinist and orchestra conductor, is also defendant in a Municipal Court suit for \$5,000 by Bank of America. Sum sought allegedly balance due on a \$400 loan obtained by the defendant in February, 1930.

SOCK JANUARY HEARTENS MUSIC

music
liveliest month the trade has experienced in at least four years. Dealers, encouraged by the sustained boom and the popping up of one smash hit after the other, ordered more liberally all the way down the list. Upward surge was also felt plenty by the disk and player-roll fraternity.

Marking the month especially was the rise of 'The Old Spinning Wheel' (Shapiro) toward the 400,000-copy level, coming right on the heels of another in this selling class, 'The Last Round Up'. Indications are that 'Wheel' will exceed the jolly on the cowboy lament, the tune that January skyrocketed into smash sales was 'Smoke Gets in Your Eyes' (T. B. Harms) from the Broadway musical, 'Roberta'. Firmly ensconced in third place among the six best was the Joe Morris holder-owner, 'Good Night Little Girl of My Dreams', which also seems destined for the 400,000 category.

Fourth and fifth call went to screen sources. 'Everything I Have Is Yours' (Robbins) came up on the steady build, while 'Did You Ever See a Dream Walking' (DeSylva) had been December's No. 1. Wind-up for January found 'Easter Parade' (Berlin) where it was the month before. Runners-up for January were 'One Minute to One' (Feist), 'Make Hay While the Sun Shines' (Robbins), 'Throw Another Log on the Fire' and 'Only a Paper Moon' (Harms).

Among the mechanicals the song demand was scrambled. On the Columbia list Benny Pollack led, off with excerpts from the floor show at the Casino de Paree, Broadway niterie, while the next three bandmen did their picking from picture musicals. An English-banion was responsible for Brunswick's ace selling platter.

icago Okay

Chicago, Feb. 12. Music throughout the industry continues to climb. Records are running ahead of the sheet music end at present with the sheets standing at about the same level established during the Christmas season. Seems that the radio public is strictly fan conscious as far as bands are concerned and are buying the discs almost as much for souvenirs as for pure immediate entertainment.

Legit and picture production music lead the list of pop tunes. 'Smoke Gets in Your Eyes', running at a fast clip in the two-spot, is from 'Roberta' legit show; 'Everything I Have Is Yours' from 'Dancing Lady' flicker and 'Did You Ever See a Dream Walking' from 'Sitting Pretty'.

The 'Alice in Wonderland' on the best seller list is the Leo Feist number.

Los Angeles Strong

Los Angeles, Feb. 12. 'Spinning Wheel' continued the best seller for platters and sheet music on the coast during January. Sales held remarkably strong, following the holiday period, which was surprising to most jobbers and retailers.

'Smoke Gets in Your Eyes' was a close second, both on records and in sheet form, with considerable demand continuing for 'Easter Parade', 'Temptation' and 'The Last Roundup'.

A few of the new hit numbers from current picture releases just into the limelight during the latter part of January, and helped build up over the counter sales for consistent biz.

Luigi's, Detroit, Closed

Detroit, Feb. 12. Liqueur Commission revoked the liquor license of Luigi's, local nite spot. Club has failed to close as yet, however.

Spot is the largest and best known in town and has been operating as a club for years. Only other police interference with it was when the federal raid and padlocked it three years ago.

JANUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JANUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

6 Best Sellers in Sheet Music

Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	'The Old Spinning Wheel'	'Old Spinning Wheel'	'Old Spinning Wheel'
SONG—No. 2	'Smoke Gets in Your Eyes'	'Smoke Gets in Your Eyes'	'Good Night Little Girl'
SONG—No. 3	'Good Night Little Girl of My Dreams'	'Everything I Have Is Yours'	'Smoke Gets in Your Eyes'
SONG—No. 4	'Everything I Have Is Yours'	'Goodnight Little Girl'	'Temptation'
SONG—No. 5	'Did You Ever See a Dream Walking?'	'Did You Ever See a Dream Walking?'	'Little Grass Shack'
SONG—No. 6	'Easter Parade'	'Alice in Wonderland'	'Easter Parade'

3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'Without That Certain Thing', 'Love Locked Out' (Ambrose's Embassy Club Orch.)	'Inka Dinka Doo' (Guy Lombardo Orch.)	'Smoke Gets in Your Eyes' (Leo Reisman Orch.)
BRUNSWICK—No. 2	'Did You Ever See a Dream Walking?', 'I Raised My Hat' (Guy Lombardo Orch.)	'Did You Ever See a Dream Walking?' (Bing Crosby)	'Did You Ever See a Dream Walking?' (Guy Lombardo Orch.)
BRUNSWICK—No. 3	'Washington Squabble', 'Mystic Moan' (Claude Hopkins Orch.)	'The Old Spinning Wheel' (Victor Young Orch.)	'Little Grass Shack' (Sol Hoppi Orch.)
BRUNSWICK—No. 4	'Caricosa', 'Orchids in the Moonlight' (Castilian Troubadour Orch.)	'Dixie Lee' (Casa Loma Orch.)	'You're Gonna Lose Your Girl' (Casa Loma Orch.)
BRUNSWICK—No. 5	'My Little Grass', 'What's Good for the Goose' (Ted Flo Rito Orch.)	'Temptation' (Bing Crosby)	'Temptation' (Bing Crosby)
BRUNSWICK—No. 6	'I Wanna Be Loved', 'Got the Jitters' (Don Redman Orch.)	'Smoke Gets in Your Eyes' (Leo Reisman Orch.)	'Easter Parade' (Freddie Martin Orch.)
COLUMBIA—No. 1	'Got the Jitters', 'I'm Full of the Devil' (Ben Pollack Orch.)	'Smoke Gets in Your Eyes' (Emil Goldmann Orch.)	'Ain'tcha Glad' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Let's Fall in Love', 'Love Is Love Anywhere' (Freddie Rich Orch.)	'Old Spinning Wheel' (Emil Valazzo Organ)	'The Last Round Up' (George Olsen Orch.)
COLUMBIA—No. 3	'Keep on Doin' What You're Doin'', 'Riffen the Scotch' (Benny Goodman Orch.)	'Beautiful Girl' (Bernie Cummins Orch.)	'You're Gonna Lose Your Gal' (Harry Reser Orch.)
COLUMBIA—No. 4	'Song of Surrender', 'Lovely' (Emil Coleman Orch.)	'Temptation' (Ferdie Grofe Orch.)	'Texas Tea Party' (Benny Goodman Orch.)
COLUMBIA—No. 5	'Old Spinning Wheel', 'In a Monastery Garden' (Emil Valazzo and Organ Melodists)	'Let's Fall in Love' (Freddie Rich Orch.)	'Smoke Gets in Your Eyes' (Emil Coleman Orch.)
COLUMBIA—No. 6	'On the Sunny Side of the Street' (Chick Webb's Savori Orch.); 'I Never Knew' (Chocolate Dandies)	'Little Women' (Clyde McCoy Orch.)	'I Just Couldn't Take It' (Ethel Waters)
VICTOR—No. 1	'Smoke Gets in Your Eyes', 'Something Had to Happen' (Paul Whiteman Orch.)	'Old Spinning Wheel' (Ray Noble Orch.)	'Old Spinning Wheel' (Ray Noble Orch.)
VICTOR—No. 2	'Old Spinning Wheel', 'Hang Out the Stars in Indiana' (Ray Noble Orch.)	'Smoke Gets in Your Eyes' (Paul Whiteman Orch.)	'Man on the Flying Trapeze' (Walter O'Keefe)
VICTOR—No. 3	'Orchids in the Moonlight', 'Flying Down to Rio' (Rudy Vallee Orch.)	'Orchids in the Moonlight' (Rudy Vallee Orch.)	'Orchids in the Moonlight' (Rudy Vallee Orch.)
VICTOR—No. 4	'Caricosa', 'Count Your Blessings' (Harry Sosnick Orch.)	'Caricosa' (Harry Sosnick Orch.)	'Waitz You Saved for Me' (Wayne King Orch.)
VICTOR—No. 5	'Everything I Have Is Yours', 'My Dancing Lady' (Rudy Vallee Orch.)	'Boulevard of Broken Dreams' (Paul Whiteman Orch.)	'Easter Parade' (Leo Reisman Orch.)
VICTOR—No. 6	'Did You Ever See a Dream Walking?' (Rudy Duchin Orch.)	'Love Locked Out' (Ray Noble Orch.)	'Turkish Delight' (Ray Noble Orch.)

Inside Stuff—Music

Sam Robbins, the Hotel McAlpin orchestra leader, claims a royalty-cut-in on Shapiro-Bernstein's 'Spinning Wheel' song, which started out very lukewarm, but which has developed into a big hit. It's by Billy Hill, author of 'Last Round-Up'.

Louis Bernstein denies that Elliott Shapiro of the firm had any authority to promise any band leader a cut-in on a song, and so telegraphed Robbins when the bandman wanted to know if he was a 'forgotten man' now that royalty paying days in Dixie are here. 'Besides', Bernstein's wire concluded, 'we understand you had agreed to waive any royalty claims, the reason unofficially being that Robbins is understood to have stated that since Hill's baby was sick, etc., he didn't want to cut in on the song.'

Bert Ambrose, maestro at the snooty Embassy club, London, is now in New York on a holiday, his first U. S. visit in three years. He incurred a \$68 transatlantic phone bill and some shipping charges only to discover that unlike in London Sunday night is an informal evening in New York. Ambrose phoned to have his dress suit placed on the boat train Friday night to reach New York this coming Friday (16).

Occasion for the urgency is Ambrose's guest-conducting of Paul Whiteman's orchestra next Sunday (18) at the Hotel Biltmore and he felt he needed the dress clothes rather than do with the dinner jacket which he only brought over.

Ambrose played in the Broadway cafes before the , although he is a native Britisher.

Harry Engel, Inc., is being self-financed by Engel, since the publisher bought out Joe Kelt's share in Kelt-Engel. Report of Jack Kapp, Brunswick Recording g.m., having a financial interest in the Engel music firm arose from Kapp's personal financial loan to Engel of \$1,000 on assignments from future royalties and income from the MDS. This \$1,000 advance was made by Kapp not to Engel personally but to Kelt-Engel before the combo split up. Kapp and Engel are personal friends and their consistent huddling inspired thought that Kapp, personally, or acting in behalf of Brunswick, was financially interested in Engel's business. The assignments in payment for the loan, maturing Feb. 15, explains that.

Columbia Phonograph Co., which is going after the electrical transcription recordings right off the air, has been experimenting with a new process disk for quick 'canning'. The most popular play-back recording is the familiar thin metal disk, but Col has a new product it will launch soon.

Phonograph people feel that if disks weren't etherized they'd sell more of 'em. But there's no legal way as yet to enjoin the hinterland and small-city broadcasting stations from putting a record on the air. The

ASCAP licensing immediately gives the broadcaster full copyrighted protection to etherize the selection.

The disk companies, however, feel that they have a good angle when the small stations hook up some local auto tire company or jewelry repair shop for a commercial plug with the disk programs. That's a popular idea in this disk broadcasting, selling spot announcements to the local merchants in connection with 15 minutes of phonograph recordings.

Brunswick cites as public endorsement of its policy that exclusive arrangements and distinctive records is a highly commercial policy for the firm by indicating it is now re-releasing Red Nichols disks made seven years ago. At this time the orchestrations were deemed ultra-advanced; now the scoring treatment is in the best contemporaneous sense.

Similarly, Bing Crosby's best seller for Brunswick has been two sides, 'Shine' and 'Dinah'. Jack Kapp, Brunswick's g.m., took these backing off two separate disks and coupled them, because of the distinctiveness of the arrangement, with the result that these old-time pops sold best.

Over 100 men have joined the payroll of the American Society of Composers, Authors and Publishers as checkers. Duties require them to take note of the hotels, cafes and restaurants using music and to check up whether these spots have obtained the necessary license from the performing rights organization. Areas getting concentrated attention currently in the checkup campaign are the west and midwest.

In picking men for the checking assignment ASCAP has given attention to writer members of the organization and song pluggers who are without employment and in need.

Famous Music Corp. has tied up with the distribs of the Gold Seal brand of champagne for an exploitation campaign on the former's release, 'Champagne Waltz'. Bubble water purveyor is contributing 20,000 horn novelties made up in papier mache to represent the Gold Seal bottle. Novelties will be passed out among the hotels and other dining spots which include the product on the wine list.

Manner in which a New York bandman walks out of his place of employment at 12:30 or so, at the height of the crowds, may be the explanation to why business at his spot has fallen off so sharply. His seeming contempt and aloofness for his musical chores made music publishers long wonder why and how he got away with it.

Franci Murphy's orchestra subbed at the DeWitt Clinton hotel, Albany, N. Y., while Dick Fidler's crew filled an out-of-town engagement. Dick also played for Governor Lehman's reception in the executive mansion.

Henry Busse orchestra opens at the Chez Paree in Chicago on Feb. 23 replacing Vincent Lopez band which hops back to the St. Regis on Fifth avenue.

MUSICIAN TRIES IODINE

Albany, Feb. 12. Despondent because of a thwarted love affair, Weldon Winters, 13-year-old musician, picked out the apartment of a booking agent here to attempt suicide. Police said they took him to Albany hospital for observation after he had swallowed a small quantity of iodine. His condition is not serious.

Inside Stuff—Radio

(Continued from page 39)

Printed protest labels the move to eliminate news etherizing as 'radical, un-American', and also places the signer on record as being 'absolutely against any interference such as this against our constitutional right to free speech over the air.'

Station attendants in Los Angeles, report thousands of the cards being signed daily.

Chain stores company seeking to get a line on the popularity of its various programs, both network and spot, shipped to its branches packages of questionnaires for distribution among the women customers. Instead of following orders the store managers and their assistants filled in the answers. After the tally was completed the head of the company got wind of what had happened and dispatched to each of his district managers a stinging letter of rebuke. The questionnaire thing was not repeated.

Armour has finally secured room in Radio City and is this week sending the Phil Baker show to New York for a five-week stay of broadcast personals for the eastern dealers.

First broadcast in New York on March 31.

ing to Chicago for broadcast on March 31.

Peggy (ex-Mrs. Freddie) Rich's 'Inspired' a pseudo-squawk by the CBS maestro against her starting with her own band 'MCA'. She ribbed the radio eds to fall for the idea that her husband objected to the Mrs. Freddie Rich billing on the air, but on advice of Julius Kandler, representing Rich, the latter ignored her other debut with a band combo.

There was some public manifestations of displeasure to WMCA at the idea of a Mrs. Peggy Rich orchestra.

sponsor wanted his commercial air show built with talking in it. Told that a certain amount of conversation is necessary for the announcements and also the commercial job, he said, 'Well, my wife is a little deaf and talking on the radio annoys her, so do the best you can.'

Ralph Farnum appears to have corner on the Coast in supplying sets for radio programs from pictures. He is procuring talent for the Chase & Sanborn and the Ben Bernie hours. Latter will be switched to L. A. March 6, when Bernie goes west for pictures.

Farnum is also securing picture-talent for the Shell Show, Coast CBS, which is being transferred from San Francisco to Los Angeles, and is negotiating with film names to go east for the Hinds program starting on NBC April 8.

M. H. Aylesworth left last Tuesday (6) for Hollywood to spend about two weeks there on RKO picture matters. Don C. Gilman, NBC's v-p. in charge of the Pacific division, accompanied him on the cross-country trip. Gilman had been on one of his seasonal trips to New York and Washington.

Charlotte, N. C. theatre men protested bitterly when WBT put on a one-hour radio show in the armory and attracted 10,000 people with a free admission. Unfair competition theatres alleged.

TACOMA'S CLUBS TO GET LIQUOR

Tacoma, Town is getting full of cabarets—upstairs, downstairs and in the alleys. Some with one singer, some with piano players and one with just a mouth organ.

With the city election not far off, its great ammunition for candidates and hard on police commiss.

Clubs are being formed for liquor and snifter purposes, as new state law prohibits hard liquor in hotels, drug stores or restaurants, etc.

Gene Austin in Pix Feb. 13. dy and Good, Clover Club 1st screen rock. Metro uses the t.

ills' lue Rhythm band is set for a six weeks' stay at the Kentucky hotel, Louisville, starting the first week in April. Luck: Millinder ill maestro the

Julian Brown Not Broke

Syracuse, Feb. 12. While Julian C. Brown is petitioning for the \$350,000, half of the \$700,000 will him and his brother, the nite club and theatre operator isn't exactly broke.

Brown's attorney, Maurice A. Phelps, is asking for a speedy adjudication of the issues and a release of the \$350,000 on the ground that his client could use the funds to meet existing indebtedness and preserve his business affairs.

MUSIC NOTES

ins building up concert catalog with four standard compositions by Jacques Wolf, concert musician.

Tom Gerun orchestra holds over an additional four week at the Club Forest in New Orleans.

George arlo has left Famous Music to become professional mgr. for Remick. George Plandadosi has been doubling in the latter role from Witmark.

Duke Ellington's band, in Hollywood Feb. 13, 'Murder at the Vanities' at 7th studio, goes to the Paramount theatre downtown for a week on completion of pic for four (Continued on page 62)

GROFE ATTACHED

\$10,000 Levy by Attorneys on Arranger's MCA Money

Hyman Emerson and Henry L. Sperling, Times Sq. attorneys, levied a \$10,000 attachment on Ferde Grofe, Paul Whiteman's arranger and himself a radio and record maestro. Attachment is returnable today (Tuesday) when Grofe will ask that some of his moneys tied up with the Music Corp. of America be released.

MCA, which books Grofe, had some funds due the maestro-orchestra which Grofe claims chiefly belongs to his musicians for wages, and that he needs the rest for living expenses.

Emerson and Sperling aver they rendered services to Grofe from January, 1932, to November, 1933, including advice, management and business direction. Also that they loaned Grofe \$1,000 with which to settle a prior managerial contract made with Jimmie Gillespie, latter about two years ago representing Grofe.

Floor Shows on 'Circuit' Basis For Hitz Hotels

Hotel string under management of Ralph Hitz has under contemplation a plan for circuiting a group of floorshows produced by Jack Partington, of Fanchon & Marco office. First likely to make the swing is the show that's been exhibiting at the Netherlands Plaza, Cincinnati, the past two weeks. Move would take this unit into the Book-Cadillac, Detroit.

When Charlie Davis replaces Abe Lyman at the New York Theatre show (15) that hotel's first girl floor-show will make its bow. Introduction of a similar combination is under consideration for the Lexington, N. Y., also part of the same hotel chain.

Units which Partington has in mind for the hotel-circuit would consist of a rataskeler piano-singing team, a sister team, dancing duo and a line of 10 girls, with the payroll tallying around the \$1,000 mark.

Rogers' Paradise Stay to End As Scheduled; 5 Wks.

uddy Rogers bows out of the Paradise restaurant, on Broadway, after three more weeks. He was only in for five weeks and will probably return to the Coast for pictures, or on a band tour via MCA bookings.

Rudy Valle's return to the Hollywood restaurant, competitive spot across from the Paradise, has been a rousing clicker.

Tune Up 'Viva Villa'

Hollywood Feb. Metro's 'Viva Villa' will have a complete music score running throughout the picture. Tunes are being handled by Herbert Stothart.

Herb Taylor, Abe Lyman's extemporizer and arranger, has filed claim for two weeks back salary against the bandman with the New York musicians' union. Taylor claims he was let out without the required notice.

NIGHT CLUB REVIEWS

TERRACE CLUB (Lord Baltimore Hotel)

Baltimore, Feb. 12. Genesis of this spot is traceable directly to repeal of the prohibition behind the emigration of nite-lifers from swank speakeas and niteries back to the hotels. Since this room was unwrapped a fortnight ago nearly capacity biz has greeted it. Actually, it occupies former locash of the hostelry's main dining room, which has now been assigned a smaller niche.

Terrace club enjoys most commanding spot, directly converging on lobby, yet elevated by a short reach of stairs. Decoratively, little different from the site when a strictly stiff-backed dinnery. Dance floor has been added and rostrum erected at head of room to better set off the orchestra. The room is higher-ceilinged than this bur. It's a natural architectural condition and a happy situation.

Place tastefully appointed and decorated, it not over-lushly. About 300 can be seated at table and spot, utilizes hotel's excellent cuisine and lengthy wine list, service first-rate. Dollar, minimum, double that on week-ends and gain occasions.

Friday change day. Talent paraded evening caught n.s.h. and rather disappointing, so well a setting. A m. m. Tiny Spers, looks a bag of bewicklered gags and a bellowing voice that splintered, eardrums of those camped at ringside tables.

Should be paid to catch the barking. Serving as act introducer, he intersperses a couple of virile renditions of pop whooper-upper songs in fair voice.

Ross Sisters, duo; romped thru pair of chores, an acro hoof routine and a hoty s. and d. Get by more on personality and appearance than on ability. Show mainly rests, and none too firmly, on shoulders of Rolls and Dorothea, mixed team contributing three bits, a wooden soldier parody on stills, dose of tapology and some mild tumbling. Pair should add their erstwhile society whirl which they tramped in vaude and consists more nearly the type of niterie fare local patrons are inured to and expect. As, also, addition to show of a torchy warbler would fit into public's expectations.

solid party on stills, dose of tapology and some mild tumbling. Pair should add their erstwhile society whirl which they tramped in vaude and consists more nearly the type of niterie fare local patrons are inured to and expect. As, also, addition to show of a torchy warbler would fit into public's expectations.

But as was, acts snaggled salvo from capacity mob which seemed eager to clasp everything bosomward except mother-in-law's cheek.

Hal Thompson's orchestra, ten pieces, boasting CBS antecedents in billing. Smooth dance musicke for this town and, until floor show, steady fixture, apparently.

RAINBOW INN

New Haven, Feb. 8. Perry Dring, former Leviathan arch leader, who also handled Pan-American bookings through NBC, has taken over management of Rainbow Inn, suburban nite spot here. Operates on a no-cover basis, with minimum charge \$1.00 week nights and \$1.25 Saturdays.

Spot was formerly a Yale student hangout until former management pulled a fast one on the Eli boys. With about 300 fraternity lads enjoying a banquet, prop reportedly locked the doors and wouldn't let 'em out till everybody paid a \$1.50 cover. Maybe it was a misunderstanding and maybe it's the answer to why the former owner went broke eventually. Whether or not Dring can draw the studs back remains to be seen.

Entertainment highlight is weekly (Sat) mardis gras with trick hats, revue, etc. Dring uses a bit of exploitation that's not bad. During a dance an overhead net releases flock of balloons on heads of dancers. Three balloons contain numbers which rate prizes, first prize being a free nite at the club following week.

Openin' nite revue pretty mild but it served to break up the dancing period. Femme acro dancer through two fair numbers and a team of male hoofers tap out couple of routines. Girl singer puts over two torch songs for best entrance of show. It's all run straight through done one show only.

Capacity of spot around 300, with an opening nite crowd of 200 despite drawback of zero weather. Bone.

EMPIRE ROOM (Pal Chicago)

Chicago, Feb. 9. During the World's F. in 1893 the old Palmer House, established itself as the ace dine and dance spot of the midwest. Just 40 years later the new Palmer House broke away from an era of stiffness to reopen its dine and dance rooms for the Century of Progress hullabaloo. Success of its Empire Room has been so pronounced that though the Fair came and went the management was literally forced to keep the room open for regular patronage.

Today it rates as the top hotel room in the city, playing to SRO nightly. A large room with tables spaced closely together, yet on a Monday supper show every seat was occupied. That tells the whole story. Probably traceable to the excellent showmanly way this place is handled, it's a genuine show business press agency. Al Fritzel, hitting the dailies via showtype ads and showmanship exploitation.

Entire arrangement of the room is class in caps. From Fritzel, the theatre droid, to the littles chorus girl. Serving a two-dollar dinner that takes you right through in top fashion.

Show has spared no expense on entertainment. No headliners, but entertainment in smart fashion. Heading the current show is the team of Ed. Lewis and Ramon announced here through arrangement with the Waldorf-Astoria, New York. It is the policy of the Empire Room to head each of its shows with an outstanding dance team. They could get no better pair than the current team. Two vocalists split honors, tenor (Continued on page 59)

THRILLING MUSIC Philadelphia Get It Regularly from LEO ZOLLO and His Orchestra. Broadcasting over WJLT. Benjamin Franklin Hotel Or cover these discriminating musketeers play: "EVENING HAZE" "IS YOURS" "TEMPTATION" "OUR BIG LOVE SCENE" "WELL MAKE HAY WHILE IT'S RAINING" "AFTER SUNDOWN" "CINDERELLA'S FELLA" "JUST DUNDIE, TAKE IT, BABY."

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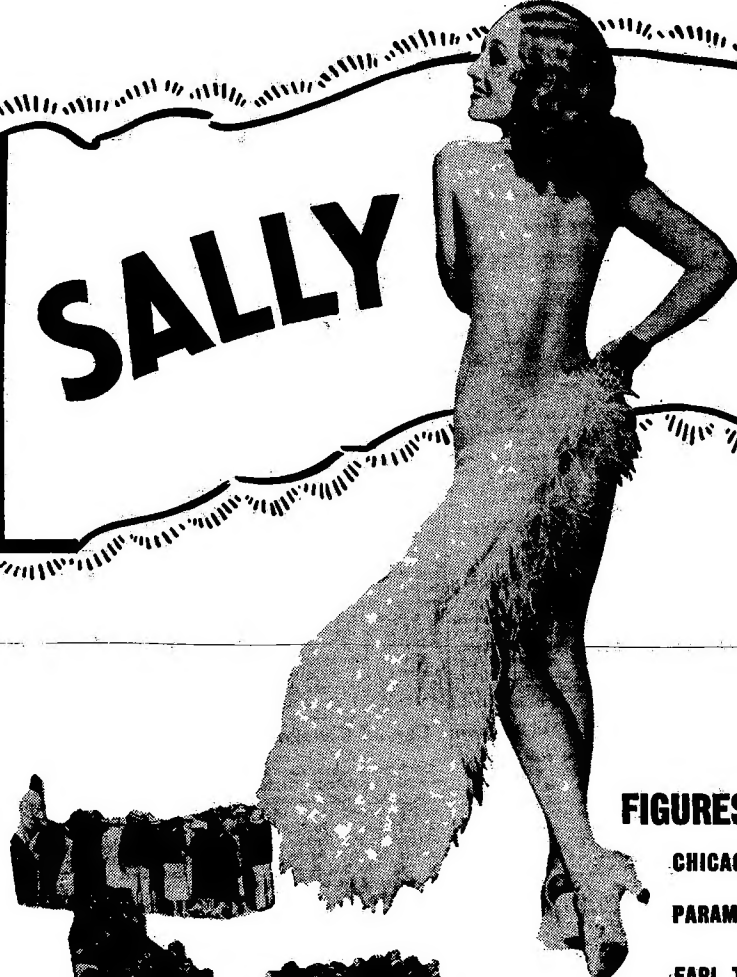
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ON TOUR

ORPHEUM THEATRE, DENVER, Week Feb. 9